



Royal College of Art

Postgraduate Art & Design

Role:	Communications Officer
Responsible to:	Communications Manager
Grade:	Grade 7, full-time
Contract type:	Full-time & permanent

Background

The Royal College of Art is the UK's only entirely postgraduate institution of art and design, dedicated to teaching, research and knowledge exchange with industry. The RCA has been ranked the number one university-level institution for art & design, internationally, for the eighth consecutive year according to the QS World University Rankings by Subject, 2021.

The College currently has some 2,700 students registered for Graduate Diploma, MA, MRes, MPhil and PhD degrees, and this is set to rise to 3,000 in coming years. The majority of postgraduate teaching and research supervision is delivered by the RCA's four Schools: Architecture, Arts & Humanities; Communication; Design, with each School led by a Dean of international standing and a recognised leader in their field.

In addition, the RCA has a number of established and planned research centres: the Helen Hamlyn Centre for Design; the Material Science Research Centre (which includes the Burberry Materials Futures Research Group); the Intelligent Mobility Design Centre, the HELIX Centre, and future centres in Computer Science and in Drawing. The RCA is also home to one of the UK's most successful university incubators, InnovationRCA.

Our People

The RCA's Royal Visitor (Patron) is HRH Prince of Wales; its Chancellor is Sir Jony Ive, and the Pro-Chancellor and Chair of Council is Sir Peter Bazalgette. The RCA's Vice-Chancellor - the CEO of the institution - is Dr Paul Thompson. The RCA has more than 450 permanent staff, including internationally renowned artists, designers, architects, theorists and curators. These staff, together with an innovative pedagogy, world-class technical facilities and research centres, all contribute to an exceptional environment and a remarkable record of graduate employment. Generations of eminent graduates have created far-reaching impact and influence, such as Barbara Hepworth, Bridget Riley, David Hockney, Sir Ridley Scott, Sir James Dyson OM, Asif Kapadia, Thomas Heatherwick, Chris Ofili, Tracey Emin, Jake & Dinos Chapman, Christopher Bailey, Idris Khan, Chantal Joffe, Sir David Adjaye, Erdem, Monster Chetwynd, Oscar Murillo and Lina Lapelyte.

Strategic Plan 2022–2027

The RCA is currently crafting a new strategic plan, involving all staff in a process that was concluded in March 2022, with the publication of a new Strategic Vision and Plan for the next five years and the appointment of our new Chair of Council, Sir Peter Bazalgette.

This plan will embrace the roll out of a new model of delivery for our taught postgraduate programmes; it will underscore our commitment to being the world's most research-intensive art & design university; and it will commit to a number of Equity and Diversity goals which will lead towards the RCA becoming an anti-racist institution.

Overview

The Communications Officer sits within the Communications & Marketing (C&M) team. The overall purpose is to distil and craft clear, compelling campaigns and stories, positioning the Royal College of Art (RCA) as the world-leading research-intensive postgraduate art and design university.

Activities should connect the RCA with audiences – from media pitching including national and international print, broadcast and digital – to creating click-worthy content, shaping themes and content across the RCA's digital channels.

The postholder will work collaboratively with colleagues in the Communications & Marketing team and stakeholders across the RCA to develop and communicate multi-channel stories, with a focus on PR and media. This includes engagement around the new Battersea campus, which opens this year and forms part of the RCA's strategic plan to articulate a bold vision to marry creative arts and design with science, technology and maths; the RCA's world-famous Graduate Show; and the incredible work of our research centres. The role also includes nurturing and promoting key international partnerships and academic initiatives.

Main responsibilities

- Deliver an ongoing high profile media engagement programme for the College and senior leadership
- Support major PR campaigns and manage smaller PR campaigns for allocated College projects and activities
- Plan and manage PR activities and integrated campaigns that engage people with the latest thinking and research across a range of topics from contemporary art, architecture and design, through to research.
- Support the collation of daily media clippings, and share any relevant breaking news
- Use analytics and other key indicators to inform strategy and tactics
- Work with the wider Communications & Marketing team to develop and draft social media / traditional communications and messaging, primarily driven by the news agenda
- Develop effective relationships with key stakeholders within the College, including staff and students, to identify story ideas and support with media interviews
- Nurture relationships with new and existing journalists and editors from a broad range of media outlets
- Work closely with the wider C&M team to ensure that department activities are in keeping with the broader communications objectives of the College.
- Write compelling copy, in a variety of different styles in order to engage different audiences in the work of the College.
- Organise a wide variety of events, from media launches, briefings and breakfasts to photo calls and live-streamed events
- Manage media requests and other communications-related enquiries
- Coordinate on-site filming and photo shoots, including liaison between technical departments and other key support staff as well as with external parties.

- Contribute to C&M monthly reporting and other evaluation channels

Team working

The Communications Officer will be expected to:

- Represent the Communications & Marketing team, articulating the narrative and programme strategy / objectives, at internal and external meetings / events
- Support the Team Assistant with the compilation and distillation of media coverage, where necessary
- Work with the Communications Manager to identify ways to improve the Communications & Marketing offer and implement best practice across the team

PERSON SPECIFICATION:

Desirable characteristics of the postholder:

- A background in Higher Education or cultural organisations, ideally in the art or design sector
- Strong experience of delivering PR and communications campaigns
- Wider experience of working with digital and other communications channels
- Evidence of managing an array of complex projects working with different stakeholders at the same time, delivering key outcomes on time
- Excellent written communication skills (for traditional and social media)
- Outstanding proofreading and editing skills, including applying house style across a variety of formats and for a range of audiences
- Effective analytical skills with ability to monitor and evaluate information and apply findings where necessary.
- Excellent interpersonal skills, with a high degree of tact and diplomacy and the ability to communicate effectively, both verbally and in writing, with a wide variety of people.
- Strong organisational and time management skills with the ability to prioritise and meet deadlines with excellent attention to detail.

Additional Information:

- Location: Battersea, London - but ability to work across campuses in Kensington and White City
- Salary: £37,910 - £41,171 inclusive of London Allowance
- Normal hours will total 35 per week, Monday to Friday, 9.30am to 5.30pm with an hour each day for lunch
- 25 days annual leave plus extended breaks at Christmas and Easter at the discretion of the College.
- A contributory defined benefit pension scheme and interest free season ticket loan are available.

MAY 2022

PAY & BENEFITS

Pension

The Royal College of Art is a member of the Superannuation Arrangements of the University of London (SAUL) which is a contributory defined benefit pension scheme. The college will contribute a sum equal to 19% of your salary while you pay 6%.

Holiday

5 weeks (25 days) paid leave a year plus bank and public holidays normally observed in England and Wales. In addition, the college is normally closed for six days a year, one day either side of Easter and the remainder between Christmas and New Year. Part-time staff will be entitled to the pro rata equivalent.

Season ticket loans

Interest-free loans are available for staff to purchase annual season tickets.

Enhanced maternity and adoption pay

Qualifying employees are entitled to enhanced maternity/adoption pay: 26 weeks' full pay, 13 weeks Statutory Maternity/Adoption Pay. This compares to the statutory provision of 90% of average pay for 6 weeks followed by Statutory Maternity/Adoption pay for 33 weeks.

Enhanced paternity pay

Qualifying employees are entitled to two weeks' paternity leave entitlement at full pay. This compares to the statutory provision of two weeks' pay at the statutory rate.

Enhanced sick pay

Occupational sick pay after six months' service is three months' full pay/three months' half pay.

24/7 confidential support

Staff and family members in their household have access to a free, external confidential support service for work, financial, legal, family and personal problems 24 hours a day, 365 days a year.

Occupational health

Occupational Health support for the College is provided by Imperial College's occupational health service at their South Kensington Campus.

Life Cover

Active members of the SAUL pension scheme automatically receive life cover. A lump sum of four times your salary together with a refund of your contributions and a 2/3 pension for your dependent/spouse is payable should you die whilst in employment.

Library

All staff are welcome to join the college library.

Events

All staff are welcome to attend exhibitions, lectures and private views held by academic schools and programmes.