

MARKETING OFFICER (STUDENT RECRUITMENT)

Marketing & Communications

Grade 6, Full time, Permanent

Job reference number: 600-23



Applicant Information Pack

Closing date	Interview date
9am 15 May 2023	30 May 2023

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Job Description

Job title	Marketing Officer (Student Recruitment)
Department	Marketing & Communications
Grade	6
Hours of work	Full Time (1FTE)
Contract type	Permanent
Responsible to	Marketing Manager (Student Recruitment)
Responsible for	n/a
Liaises with	<p>Internal</p> <p>The postholder will be expected to develop positive and collaborative working relationships across the RCM including Heads of Faculty, Academic leads, Registry, student ambassadors, Student Union representatives, student 'influencers', ambassadors and Secretariat colleagues.</p> <p>External</p> <p>The postholder will be required to create authentic connections with prospective students, UCAS and a wide variety of cultural partners and education establishments across Europe.</p>
Job overview	<p>The RCM requires a Marketing Officer (Student Recruitment) to work in the Marketing & Communications team to promote the College to prospective students across the globe. This role will be expected to create compelling content across all communications channels, raising the RCM's profile and creating content which is useful and appealing to prospective applicants, consolidating the RCM's global No. 1 ranking for performing arts.</p> <p>This role supports the Marketing Manager (Recruitment) in attracting high-quality students at undergraduate and postgraduate level across Home, EU and International markets.</p>

Overall Job Purpose

The role requires someone with excellent writing skills, a strong understanding of digital platforms and plenty of ideas for engaging content which will promote the RCM to prospective students. This role will be responsible for end-to-end planning and coordination of content and will create photos, films, news stories and social media content to drive growth and engage with prospective students in key markets.

The postholder will be responsible for developing a range of creative assets using digital, social media and print platforms to enhance the RCM's recruitment marketing strategy, including the annual Prospectus. Working closely with the Marketing Manager (Recruitment), this role supports the RCM's mission to recruit, train and nurture the most talented student musicians from all over the world.

The successful candidate will contribute towards increasing brand awareness of the RCM, aiming to consolidate further its position as the natural choice for prospective students interested in studying music at the highest level. An important element of the role includes reviewing analytics and related evidence to inform next steps to ensure effective use of resources. The postholder should be a confident self-starter and will be encouraged to develop their own ideas for delivering dynamic, creative content across a range of digital platforms.

In collaboration with Registry and other department colleagues, the postholder will also support some selected face-to-face activity. This may involve offering support at a range of recruitment events and ensuring that the RCM is reaching high-quality prospective students from diverse backgrounds, to ensure that the College is as accessible and inclusive as possible. The postholder will be given opportunities to deliver talks in schools across the UK and provide information to prospective students, educational representatives and teachers worldwide to further raise profile of the RCM. The role will actively contribute to the RCM's annual Open Day, an exciting day full of events which attracts hundreds of prospective students. The role will also require someone able to confidently lead tours and visits at other times.

Main Duties & Responsibilities

Marketing

- Deliver and implement elements of the recruitment marketing strategy
- Produce engaging recruitment marketing content for a range of different channels including print, digital (e-newsletter) and social media platforms
- Coordinate all aspects of production for selected assets, from concept to distribution and evaluation stages as necessary, including the annual Prospectus and Undergraduate Guide
- Ensure all communications uphold the RCM brand and support colleagues across the institution with branding queries
- Liaise with graphic designers (in-house and external) and printers
- Research, write, proof and edit compelling recruitment copy to showcase RCM programmes and positively communicate the student experience
- Build connections with current and prospective students including Student Union representatives and student ambassadors
- Draft marketing plans to support the launch of selected recruitment assets and events
- Review and update promotional merchandise for visits and manage stock as necessary
- Support the Marketing Manager (Recruitment) in planning, researching and coordinating UK, EU and selected overseas recruitment
- Manage direct marketing activity at key times of the recruitment cycle as required
- Identify photography needs and coordinate and brief photographers as necessary

Digital, web and e-marketing

- Gather and edit student and alumni stories for the website and other channels
- Lead on recruitment social media messaging, working with the Marketing Officer (Events) to ensure posts are sent in a planned, timely way
- Review and maintain information about the RCM on external websites and directories
- Support recruitment video projects working with the Digital Content Creator to coordinate filming of Faculty videos and other material which has a recruitment focus
- Working in collaboration with the Marketing Manager (Recruitment), explore and share ideas on new digital initiatives to advance our connection and reach to right audiences

Advertising

- Supporting the Marketing Manager (Recruitment) in sourcing advertising opportunities, briefing the designer and tracking advertising
- Cultivate relationships with educational publications to ensure best value

Market analysis

- Gather and interpret web and social media analytics, event evaluations and qualitative feedback from current and prospective students to support future marketing planning
- Work with the Marketing Manager (Recruitment) to gather and share evidence from previous campaigns to inform future marketing plans as necessary

Events and outreach activity

- Support the planning, organisation and delivery of the RCM's annual Open Day
- Coordinate select RCM visits and tours, engaging relevant RCM teaching staff as needed
- In collaboration with Registry colleagues, lead RCM tours as required

Other duties

- Support the varied activities of the Marketing & Communications team at peak times
- Prepare selected draft marketing plans, proposals and presentations
- Arrange internal and external meetings as required

- Administrative tasks as appropriate
- Undertake any other duties specified by the Marketing Manager and/or Director of Communications

Person Specification

Applicants should demonstrate in their supporting statement how their qualifications, experience, skills and training fit each of the criteria below.

Criteria	Description	Essential / Desirable	How Criteria Are Tested
Qualifications	Educated to degree level or equivalent experience	Essential	AF
	Marketing qualification or equivalent experience in higher education marketing or recruitment	Desirable	AF
Experience, Skills & Knowledge	Experience in higher education marketing or recruitment role and evidence of professional development	Essential	AF, INT
	Experience of using Dotdigital or similar e-marketing tool	Essential	AF, INT
	Experienced user of Microsoft Office	Essential	AF, INT
	Experience of using InDesign and Adobe Photoshop	Desirable	AF, INT
	Experience creating engaging marketing content across a range of formats and platforms	Essential	AF, INT
	Experience of public speaking and leading presentations	Essential	AF, ST
	Skillful and persuasive communicator, orally and in writing with excellent grammar	Essential	INT, ST
	Strong project coordination skills, self-sufficient and confident using own initiative	Essential	AF, INT
	Knowledge of design principles and production and print processes	Desirable	AF, INT
	Knowledge of the UK HE admissions process	Essential	AF, INT
	Ability to prioritise a busy workload and work effectively as part of a team	Essential	AF, INT
Personal Attributes	An appreciation of the arts and music, with a desire to immerse yourself in the work and culture of the Royal College of Music	Essential	AF, INT
	Committed to Continuing Professional Development (CPD)	Essential	AF, INT
	Willingness to undertake travel within the UK and overseas if needed	Essential	AF, INT
	Good customer service skills	Essential	AF, INT
	Ability to deal with sensitive and confidential information appropriately	Essential	AF, INT
	A commitment to recognising, valuing and celebrating diversity and to proactively advancing equality and inclusive practice in all areas of College life.	Essential	AF, INT

AF = Application Form INT = Interview ST = Selection Test

The duties and responsibilities assigned to the post may be amended by the Director of Communications within the scope and level of the post.

Terms & Conditions

Availability	The post is immediately available and the postholder should ideally be available to start as early as possible.												
Contract type	Permanent												
Hours of work	<p>This role is offered on a full time (1FTE) basis.</p> <p>Full time hours at the RCM are 35 hours per week and normal office working hours are 9.00am-5.00pm (with a one hour lunch break), Monday to Friday.</p> <p>We are open to hybrid working arrangements and there is flexibility to combine home and office working, though we expect the postholder to be on campus when marketing activities demand.</p>												
Salary	<p>RCM Pay Scale Grade 6, incremental points 20 – 24:</p> <table><thead><tr><th>Spine points</th><th>Full-time salary*</th></tr></thead><tbody><tr><td>20</td><td>£31,546</td></tr><tr><td>21</td><td>£32,277</td></tr><tr><td>22</td><td>£33,074</td></tr><tr><td>23</td><td>£33,907</td></tr><tr><td>24</td><td>£34,763</td></tr></tbody></table> <p>*inclusive of London Weighting allowance</p> <p>Appointments will normally be made to the first point of the grade, in accordance with the RCM Pay Policy. Staff are entitled to an annual increment each year on 1 August (dependent on 6 complete months' service) until they reach the top of the grade.</p> <p>Payday is the 15th of each month or the last working day before this should the 15th fall on a weekend or bank holiday.</p>	Spine points	Full-time salary*	20	£31,546	21	£32,277	22	£33,074	23	£33,907	24	£34,763
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Work permit	<p>All applicants must be permitted to work in the UK and hold a relevant work permit where necessary.</p> <p>This is not a role for which the RCM will act as a sponsor for a visa application.</p>												
DBS check	Not applicable for this post.												
Probation	The post has a six months' probationary period.												
Notice period	The appointment will be subject to termination by not less than one months' notice. Notice during probation will be seven days' notice by either party.												
Pension	The Universities Superannuation Scheme (USS) is available for all administrative staff. Full details of the scheme can be found on the USS website: www.uss.co.uk . Arrangements exist for members to make additional voluntary contributions (AVCs).												

Annual leave Full time staff are entitled to 210 hours (equivalent to 30 days) of holiday per annum, plus public holidays.

The RCM is closed between Christmas and New Year each year, the three days in this week that are not bank holidays will come out of the postholder's annual leave allowance.

Staff Benefits

Travel Interest free season ticket loans are available to cover the cost of a 12 month season ticket between a member of staff's residence and the RCM. The loan will be repayable by deduction from salary over a period of 12 months or on leaving the employment of the RCM, if earlier.

We also offer a tax-free bicycle loan under a similar repayment scheme.

Events There is a range of concerts taking place at the RCM throughout the weeks, staff are entitled to one free ticket per charged concert (excluding Opera and non-RCM promotions), and unlimited tickets for non-charged concerts.

Eye tests & hearing tests The RCM will cover the cost of an annual standard eyesight test (normally up to £25) and contribute £50 towards the cost of glasses, provided that they are for use with VDUs. We will also cover the cost of hearing tests.

Employee Assistance Programme All RCM staff can get free and confidential advice from Confidential Care (CiC). The service is open 24 hours per day, 365 days per year, by telephone or via the web.

Professional Development The RCM is committed to the support of training and professional development for all members of staff and a range of opportunities are available.

About Us

The College Opened in 1883 by the then Prince of Wales, the Royal College of Music (RCM) is a world-leading music conservatoire with a prestigious history and contemporary outlook. The RCM is a vibrant community of talented and open-minded musicians, with over 900 students from more than 50 countries studying at undergraduate, masters or doctoral level in the Senior College throughout the week and 300 students on a Saturday in the Junior Department. Former students of the RCM hold key roles in music and the arts in all parts of the world - as performers, teachers, composers, conductors and animateurs. The RCM was ranked as the global top institution for Performing Arts in the 2023 QS World University Rankings by subject.

Staff The RCM has over 250 members of professorial (teaching) staff and over 100 teachers in the Junior Department - the majority of whom are busy professionals with worldwide reputations, who include teaching among the various musical activities that they regularly undertake. Their work, and the work of the College as a whole, is supported by a team of over one hundred administrative staff.

Location

The RCM benefits from its particular location in South Kensington - one of the most attractive and interesting parts of central London. The area is well-served by public transport: South Kensington tube station is within ten minutes' walk; several bus routes pass the Royal Albert Hall. Kensington Gardens and the renowned museums of Exhibition Road, the Natural History Museum, the Victoria & Albert Museum and the Science Museum, are only a short walk away; Imperial College of Science, Technology & Medicine is next door; the Royal College of Art and the Royal Albert Hall are just across the road. The area, known originally as Albertopolis, emerged as a location for national institutions in the arts and sciences after the Great Exhibition of 1851 largely because of the enthusiasm of Prince Albert. Relationships with neighbouring institutions are friendly and supportive.

Department / Faculty

The RCM's Marketing & Communications team is responsible for maintaining and developing the profile of the College as a world-leader in music education. We have strategic responsibility for overseeing and supporting all print and online communications (internal and external) and ensure quality and consistency in keeping with the RCM's brand guidelines. We are responsible for developing the RCM's strategic messaging, and work with colleagues to develop communications for different audiences.

We offer in-house expertise for print, web, social media, design and photography. The team markets over 500 events a year and promotes the RCM's undergraduate and postgraduate level programmes to attract the right number of high-quality students from across the globe.

How to Apply

To apply, please complete our **1) Application form** and **2) Equal Opportunities form**, available to download from the [RCM website](#), and submit in PDF or Word format to recruitment@rcm.ac.uk

Please ensure that you include the Job Reference Number and state clearly the title of the post for which you are applying. CVs without an application form cannot be accepted.

Closing date

9am 15 May 2023

Applications received after the stated closing date will not be considered.

Interview date

30 May 2023

There will be a test for shortlisted candidates. Further details will be passed to shortlisted candidates in due course.

If you have any questions about this position or the application process please contact a member of the recruitment team on; recruitment@rcm.ac.uk. If you need to receive this documentation in a different format, such as large print or are not able to submit an application electronically, then please contact us to discuss your requirements.

The Royal College of Music is an Equal Opportunities employer. The College is a non-smoking environment.

Talia Hull
Director of Communications
April 2023

