

MARKETING OFFICER (EVENTS)

Marketing & Communications

Grade 6, Permanent, Full-time

Job reference number: 601-24



Applicant Information Pack

Closing date

9am Monday 26 February 2024

Interview date

Thursday 7 March 2024

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Job Description

Post Title	Marketing Officer (Events)
Grade	6
Responsible to	Marketing Manager (Events)
Responsible for	n/a
Liases with	Internal MarComms team, Box Office staff, Development Department, Secretariat, Performance & Programming, Studios, RCM Museum External Audiences past, present and potential, Professional organisations, Artistic organisations

Overall Job Purpose

Supports the Director of Communications and Marketing Manager (Events) in delivering all aspects of the MarComms strategy. Responsible for all event marketing, e-marketing and the RCM's social media presence on Facebook, X and Instagram and Threads. The role also creates engaging content for digital and print channels including working on video projects and organising photography.

Main Duties & Responsibilities

These include:

Event Marketing

- Leading on all aspects of Event Marketing, from campaign planning to implementation across a wide range of media
- Overseeing the termly on-sale process in conjunction with the RCM Box Office
- Communicating through a variety of channels with target audience sectors to market events, with a specific responsibility for:
 - Direct mail and e-mail campaigns including:
 - Arranging targeted direct mail campaigns
 - Producing, mailing and monitoring response to the RCM's monthly e-newsletter 'Keynote' and other e-shots
 - Overseeing the weekly What's on This Week communication
 - Placing event listings in local and national publications and websites
 - Internal marketing to RCM staff and students
- Creation of content including flyers, leaflets and print and digital advertising
- Identifying and building new audiences, with a particular focus on our under 35s scheme
- Liaising with the Development Team in marketing to RCM Friends and other supporters
- Liaising with external venues (where RCM performances are taking place) on marketing matters
- From time to time, liaising with and advising external hirers on marketing matters
- Promoting RCM live streamed events and monitoring the conversations on YouTube during live streams

Social Media

- Responsible for managing the RCM's social media accounts on X, Facebook, Instagram and Threads
- Develop creative and innovative content to demonstrate the breadth of activity at the College and to engage with a wide range of stakeholders including students, staff and external audiences,
- Plan and maintain a social media calendar and our Hootsuite account, and work with internal stakeholders to source content and ideas as part of wider campaigns
- Plan and deliver targeted advertising campaigns
- Monitor and report on social campaign successes
- Respond to enquiries and engage in online conversations

E-marketing

- Responsible for managing our Dotdigital account (integrated with ticketing platform Spektrix), and supporting internal stakeholders who use the platform
- Plan, create, deliver and review the RCM's e-marketing campaigns for the promotion of events and recruitment
- Support and advise internal stakeholders on the planning of individual e-marketing campaigns in areas of outreach, development and the Junior Department.
- Producing targeted mailing lists from Spektrix for marketing purposes
- Monitoring the marketing impact on sales through Spektrix

Other Duties

- Write web and print news items
- Occasionally assist the Director of Communications with filming requests and liaising with external film crews
- Occasionally assist the Director of Communications with press requests
- Arrange official photography of RCM events and assist external photographers
- Assist other members of the MarComms Team, improving the experience of audiences visiting the RCM
- Undertake any other relevant tasks as specified by the Marketing Manager (Events)
- Occasional weekend and of-of-hours work may be required to support our performance programmes

Person Specification

Applicants should demonstrate how their qualifications, experience, skills and training fit each of the elements highlighted in this section.

Criteria	Description	Essential/ Desirable	How Criteria Are Tested
Qualifications	Degree in music (or equivalent) or strong knowledge of classical music	Essential	AF
	Postgraduate qualification in marketing, arts administration or equivalent	Desirable	AF
Experience	Experience of managing social media accounts on Facebook, X & Instagram	Essential	AF/INT

	Experience of working with designers and videographers to create digital and printed marketing content	Essential	AF/INT
	Experience of an arts marketing/communication environment	Essential	AF/INT
	Experience of using Spektrix or similar box office platform	Desirable	AF/INT
	Experience of using Dotdigital or similar e-marketing tool	Essential	AF/INT
	Experience of using Hootsuite, or similar social media monitoring tool	Desirable	AF/INT
	Experience of using Adobe Photoshop	Desirable	AF/INT
Personal Attributes	Skilful and persuasive communicator, orally and in writing	Essential	AF/INT
	Administratively self-sufficient and accustomed to exercising initiative	Essential	AF/INT
	Ability to prioritise a busy workload	Essential	AF/INT
	Ability to work effectively as part of a team	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 CV = Curriculum Vitae ST = Selection Test INT = Interview

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

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

Terms & Conditions

Availability	The post is available from March 2024
Contract type	Permanent
Hours of work	This role is offered on a full-time (1.0FTE) basis. 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. But the postholder will be required to

work flexibly and be available to undertake occasional weekend work and out of office hours, as required. The MarComms team have adopted a hybrid workplace model

Salary

RCM Pay Scale Grade 6, incremental points 20 –24:

Spine points	Full-time salary*
20	£32,378
21	£33,154
22	£33,999
23	£34,882
24	£35,789

*inclusive of London Weighting allowance

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.

Payday is the 15th of each month or the last working day before this should the 15th fall on a weekend or bank holiday.

Work permit

All applicants must be permitted to work in the UK and hold a relevant work permit where necessary.
This is not a role for which the RCM will act as a sponsor for a visa application.

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	Founded in 1882, 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 named top institution for performing arts in the UK, Europe and the world in the 2023 & 2022 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 100 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	The RCM's Marketing & Communications department 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 Monday 26 February 2024**

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

Interview date **Thursday 7 March 2024**

The shortlisted candidates will be asked to prepare a 5-minute presentation including slides. Further details will be passed to the 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.

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Stephanie Rawlins
Marketing Manager (Events)
February 2024

