

PUBLICATIONS & CONTENT OFFICER

Marketing and Communications

Grade 6, Full time, Permanent contract

Job reference number: 601-23

Applicant Information Pack

Closing date

9am Monday 25 September 2023

Interview date

Thursday 5 October 2023

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Job Description

Job title	Publications & Content Officer
Department	Marketing and Communications
Grade	6
Hours of work	Full Time (1FTE)
Contract type	Permanent
Responsible to	Marketing Manager (Events)
Responsible for	N/A
Liases with	Internal Marketing & Communications Team; Heads of Faculty; Heads of Programmes & Research; Directorate; Members of the Development Department and Performance & Programming Team External Print designers & agencies; print companies & mailing houses
Job overview	The Publications & Content Officer supports the Marketing Manager to develop and enhance the profile and brand vision of the Royal College of Music internationally, nationally and internally through an extensive range of print and digital publications.

Key Responsibilities

The Publications & Content Officer leads on the production and delivery of the RCM's extensive portfolio of digital and print publications from concept to distribution. This will involve liaising internally with relevant administrative and academic staff, heads of faculty, Directorate and other support departments and personnel, as well as externally with print designers and agencies.

Key publications include *Upbeat* magazine (a digital and print publication), the Events Guide, Prospectus and Annual Review. Other products include high profile programmes and other publications and content (both print and digital) as required. The post holder must be able to take ownership of a series of publications at one time with the ability to write engaging copy, edit content from external sources and have excellent proofreading skills. These include:

Print and Publication Management

- To oversee creation of the RCM's extensive portfolio of publications (in print and online) from concept to distribution including planning publication schedules, effective management of print quantities and costs, and coordinating delivery.
- To liaise and source effectively with a range of stakeholders (internally and externally) a wide range of content ensuring the accuracy of the copy with the content owners, while always ensuring the RCM's publications adhere to the RCM's brand guidelines and support the RCM brand vision.
- To oversee efficiently the proofreading stages of all publications to ensure amends and accuracy is effectively processed.
- To ensure all materials available for the public are fully accessible, in appropriate formats where necessary, and promote the RCM as a 'Green' conservatoire where appropriate.
- To contribute to the development of new publications working with internal and external stakeholders, and freelance designers or agencies.
- To contribute to the launch of publications, across print and digital channels, to ensure they reach their intended audience and evaluate their impact.
- To oversee the mailing of publications where necessary. This might be managed in-house or via an external mailing company.

Content creation, copywriting, proofing and editing

- To write engaging and compelling copy to support the RCM's brand and objectives, communicating news and events, and promoting the RCM to prospective students.
- To plan, commission and oversee the creation of digital content to support the delivery of online publications such as *Upbeat*.
- To source appropriate images for print and web use and to assist with art direction and design of publications.
- To commission, chase, proof and copyedit content from students, staff and external contributors, ensuring consistency of tone and style throughout.
- To manage and coordinate information about courses, events and news for relevant publications and online listings.
- To take responsibility for representing the RCM, its policies and achievements to a variety of audiences through its print publications.

Other duties

- To oversee the production of ad-hoc event flyers and posters
- To arrange official RCM photography and assist external photographers.
- To maintain the marketing print archive and manage stock levels.
- To liaise with the Marketing & Communications team to maximise a blended approach between print and digital publications.
- To oversee the RCM Style Guide and to work collaboratively with colleagues in the team to ensure consistency of message across channels.
- To undertake any other relevant tasks as specified by the Marketing Manager.

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	A relevant first-degree qualification, or equivalent experience	Essential	AF, INT, ST
	A postgraduate qualification in publishing	Desirable	AF, INT, ST
Experience, Skills & Knowledge	Considerable experience of print and publication management, preferably in the Arts and Humanities	Essential	AF, INT
	Successful experience in budget management; good level of numeracy	Desirable	AF, INT
	Experience of commissioning copy, and creating and managing publishing schedules	Essential	AF, INT
	Experience and knowledge of design principles and print production methods	Desirable	AF, INT
	Experience of commissioning digital content and working with videographers	Desirable	AF, INT
	Excellent editorial skills and a strong sense of design	Essential	AF, INT, ST
	Excellent copywriting and proofreading skills	Essential	AF, INT, ST
	Familiarity with desktop publishing software including Photoshop, InDesign and ISSUU	Desirable	AF, INT
	Familiarity with HTML Email management contact systems such as Dotdigital	Desirable	AF, INT

	Familiarity with CMS systems, such as Terminal 4 and digital publication processes	Desirable	AF, INT
	Impeccable attention to detail and ability to take ownership of accuracy of content	Essential	AF, INT
Personal Attributes	Ability to work independently and to manage multiple projects	Essential	AF, INT
	Keen interest in classical music	Desirable	AF, INT
	An informed interest in higher education	Desirable	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 Marketing Manager (Events) within the scope and level of the post.

Terms & Conditions

Availability	The post is available from the end of September 2023 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>													
Salary	<p>RCM Pay Scale Grade 6, incremental points 20 –24:</p> <table border="1"> <thead> <tr> <th>Spine points</th> <th>Full-time salary*</th> </tr> </thead> <tbody> <tr> <td>20</td> <td>£32,378</td> </tr> <tr> <td>21</td> <td>£33,154</td> </tr> <tr> <td>22</td> <td>£33,999</td> </tr> <tr> <td>23</td> <td>£34,882</td> </tr> <tr> <td>24</td> <td>£35,789</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	£32,378	21	£33,154	22	£33,999	23	£34,882	24	£35,789
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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 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
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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 amateurs. The RCM was named top institution for Performing Arts globally for a second consecutive year in the 2023 QS World University Rankings

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 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 25 September 2023**

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

Interview date **Thursday 5 October 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.

Stephanie Rawlins
Marketing Manager (Events)
August 2023

