

MARKETING OFFICER (STUDENT RECRUITMENT)

Marketing & Communications

Grade 6, Full time, Permanent

Job Reference number: 601-26



Applicant Information Pack

Closing date

9am Monday 3 August 2026

Interview date

Wednesday 12 August 2026

Late or incomplete applications will not
be submitted to the Shortlisting Panel

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Job Description

Job title	Marketing Officer (Student Recruitment)
Department	Marketing & Communications
Grade	6
Hours of work	Full Time
Contract type	Permanent
Responsible to	Recruitment Marketing Manager
Responsible for	N/A
Liaises with	Internal Heads of Faculty, Registry, Professors, Students, RCM Sparks, RCM Creative Careers, Alumni External Agencies, Feeder Schools, Institutions and arts organisations across key global markets.
Job overview	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 as the No. 1 UK conservatoire for the 11th consecutive year. This role supports the Marketing Manager (Recruitment) in attracting high-quality students at undergraduate and postgraduate level across Home, EU and International markets.

Key Responsibilities

These include:

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
- Plan and deliver tailored email campaigns that engage target audiences at critical stages of the student recruitment journey
- Review and maintain information about the RCM on external websites and directories
- Support recruitment video projects by working with internal and external videographers to coordinate the production of recruitment-focused content
- 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
- Plan and manage paid media advertisement campaigns on social channels and search platforms to support international recruitment objectives
- 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

- Support the planning, organisation and delivery of the RCM's annual Open Day
- Plan and manage social media campaigns for key events in the student calendar, including Graduation and Induction Week
- Produce supporting print materials for auditions and offer-holder days

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

Special Factors

This role will sometimes be required to support events and activities in the evenings and at weekends

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 paid advertising principles and platforms, including Meta and Google	Desirable	AF, INT
	Experience managing social channels and creating video content using CapCut or similar	Essential	AF, ST, INT
	Ability to prioritise a busy workload and work effectively as part of a team	Essential	AF, INT
	Knowledge of the UK HE admissions process	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

AF = Application Form INT = Interview ST = Selection Test

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

Terms & Conditions

Availability	The post is available from September 2026.												
Contract type	Permanent												
Hours of work	This role is offered on a full time 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.												
Salary	RCM Pay Scale Grade 6, incremental points 20 – 24: <table><thead><tr><th>Spine points</th><th>Full-time salary*</th></tr></thead><tbody><tr><td>20</td><td>£35,381</td></tr><tr><td>21</td><td>£36,228</td></tr><tr><td>22</td><td>£37,151</td></tr><tr><td>23</td><td>£38,116</td></tr><tr><td>24</td><td>£39,107</td></tr></tbody></table> *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.	Spine points	Full-time salary*	20	£35,381	21	£36,228	22	£37,151	23	£38,116	24	£39,107
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Visas/ Right to Work in the UK	If you have time limited permission to work in the UK you must provide full details on your Application for Employment form. If you do not have permission to work in the UK but would be eligible to apply for a Visa you must state the applicable route on your Application for Employment form. We suggest you use the online tool provided by the government to explore your eligibility and options relating to Visas. Visa Checking Tool Some applicants including prospective professors, may wish to explore the Global Talent Visa route. Further information about endorsement for this visa can be found on the Arts Council website. This is <u>not</u> a role for which the RCM will act as a sponsor for the Skilled Worker route.												
Immigration Advisors	The HR department cannot act as immigration advisors however if you are an international student studying in the UK you can seek guidance from the UK Council for International Student Affairs (UKCISA). Alternatively the Office of the Immigration Services Commissioner (OISC) which regulates immigration advisers maintains a list of approved Immigration Advisors.												

DBS check	Not applicable for this post.
Probation	The post has a six month 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.

How to Apply

Closing date	9am Monday 3 August 2026 Applications received after the stated closing date will not be considered.
Interview date	Wednesday 12 August 2026 Shortlisted candidates will be notified in due course. We communicate interview dates in advance to ensure candidates have adequate notice to make arrangements. Regrettably we are unlikely to be able to accommodate alternative interview dates.
To apply	To apply, please submit the following documents available on the RCM jobs page • Application Form • Equal Opportunities Form The above documents should be sent to recruitment@rcm.ac.uk by the stated closing date. We encourage applications by email however if you wish to post your application you must ensure this reaches us by the closing date. Late Application Forms, incomplete Application Forms, Application Forms submitted in a format other than Word or PDF and CVs without an Application Form will not be accepted.
Alternative formats	If you need to receive our recruitment 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.
Interview process	Interviews will take the form of a panel interview, normally comprised of three staff members however more senior positions may have larger panels. Details of the interview panel will ordinarily be included in the interview invitation. We will be happy to make any reasonable accommodations as part of this process. As part of the interview format you may be invited to take a brief tour of our facilities, details will be included in your interview invitation and we will be happy to accommodate accessibility requirements.

A test or presentation may form part of the interview process and details will be provided in the interview invitation. We will be happy to make any reasonable accommodations as part of this process.

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 offer a Cycle to Work Scheme via CycleScheme.
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 60 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 No. 1 institution in the UK and Europe, and second globally, for both Music and Performing Arts in the 2026 QS World University Rankings by Subject. The College has held global first and second positions in Performing Arts for five successive years, while Music is a new subject introduced to the rankings in 2024.
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 and has a strategic responsibility for overseeing and supporting all print and online communications (internal and external), ensuring quality and consistency in keeping with the RCM's vision and brand.

The Royal College of Music is an Equal Opportunities employer.

Talia Hull
 Director of Communications
 July 2026

