

# DIGITAL CONTENT OFFICER

Marketing & Communications

Grade 6, Part time, Permanent  
Job reference number: 601-21

## Applicant Information Pack

---

### Closing date

9am Monday 12 April 2021

### Interview date

Wednesday 28 & Thursday 29 April 2021

### Contents

- Job Description
- Person Specification
- Terms & Conditions
- Staff Benefits
- About Us
- How to Apply

## Job Description

---

<b>Job title</b>	Digital Content Officer
<b>Department</b>	Marketing & Communications
<b>Grade</b>	6
<b>Hours of work</b>	Part Time (0.8FTE)
<b>Contract type</b>	Permanent
<b>Responsible to</b>	Director of Communications
<b>Liaises with</b>	<b>Internal</b> RCM Digital, RCM ICT, Members of Directorate, Heads of Faculty, Performance & Programming and Development <b>External</b> Content Management System (Terminal 4), freelance photographers and videographers

- Job overview**
- Devise and execute ongoing delivery of creative digital content to drive engagement with key stakeholder groups, grow audience and support the RCM's strategic aims.
  - Be responsible for the highest quality digital content and the processes that support its production.
  - Be a storyteller, using digital skills (filming, post-production, etc) to create a wide range of filmed content for different platforms.
  - Support the Marcomms team in providing data on activities and competitor analysis to inform the direction of digital content.
  - Manage a user-first, mobile-friendly approach to all digital production, to create an outstanding audience experience across key platforms including the website and YouTube.
  - Help to drive and deliver key engagement through a digital content plan.

### Main Duties and Responsibilities

These include:

#### Digital Content Production

- Under the guidance of the Director of Communications and Head of Marketing, produce and coordinate digital content for the MarComms team, including website content, video content and digital editorial content. This will include taking overall responsibility for the look, feel and effectiveness of content used in everyday digital activities as well as for specific digital marketing projects.
- Support the Marketing Managers and other MarComms team members to provide creative direction and editorial guidance as well as compelling marketing and editorial copy when required.
- Take a hands-on role in the creation of quality digital content, from creative ideas to filming and post-production, under the supervision of the Head of Marketing.
- In liaison with the Web Officer, identify and implement opportunities to enhance the RCM's online presence, especially those that drive important conversions, indirectly support financial or recruitment goals and those that build brand equity.

- Provide creative input to a digital editorial calendar to create new content integrating RCM communications and marketing plans, e-communications and social media schedules.
- Keep up to date on best practices for digital communications and on the forefront of trends, technology, media and best practices in managing digital content and responsive design.
- Support the Head of Marketing in delivering a plan for managing, creating and reviewing digital content that supports the department's strategic aims.
- Ensure that, where applicable, digital content does not contravene statutory obligations, such as the Public Sector Bodies (Websites and Mobile Applications) (2) Accessibility Regulations and General Data Protection Regulations, under the guidance of the Head of Marketing.
- Enhance the RCM's digital offer to alumni by supporting the digital strategy for the alumni magazine, Upbeat, in collaboration with the Publications Officer.
- Work closely with RCM Studios on a consistent and powerful implementation of the RCM brand in video output.
- Ensure best practice is followed for media management, archiving and copying between formats, as specified by the RCM Studios team.
- Adhere to RCM protocols for file/data storage, management, naming and metadata.
- Liaise with RCM Studios to ensure that the MarComms team's content production, equipment and facilities continue to meet current professional standards.

## Data Analysis

- Manage and optimise the effectiveness of the RCM's digital content using data capture and analysis.
- Establish KPIs and metrics to measure the success of digital content using Google Analytics and other digital analytics tools, and be comfortable reporting back to senior colleagues.

## Brand

- Support RCM colleagues with the use and implementation of the RCM Brand across digital areas of activity.
- Jointly ensure all photography, video and any other new media enhances the RCM Brand.

## 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
<b>Qualifications</b>	A degree or relevant qualification to the post	Essential	AF
<b>Experience, Skills &amp; Knowledge</b>	Proven success in website management and production of digital editorial content	Essential	AF, INT
	Knowledge of best practices and the statutory obligations of public institutions surrounding online content delivery	Essential	AF, INT, ST
	Experience of working on digital marketing campaigns	Essential	AF, INT
	Experience of creating content to brand guidelines	Essential	AF, INT
	Experience of writing creative briefs	Essential	AF, INT, ST
	Experience of digital content production from concept through to delivery	Essential	AF, INT
	Experience of multimedia content production, from concept through to delivery	Essential	AF, INT, ST
	Experience of using project management tools such as Basecamp and Trello	Desirable	AF, INT
	Excellent oral, written and presentation skills	Essential	AF, INT
	First-class copywriting and proof reading skills and a flair for design	Essential	AF, INT, ST
	An understanding of higher education and arts markets nationally and internationally	Desirable	AF, INT, ST
	Proficient in the use of Microsoft Office, Adobe Creative Suite (particularly Photoshop), Google Docs and CMS (TerminalFour preferred)	Essential	AF, INT
	Familiarity with HTML and CSS	Desirable	AF, INT
	Knowledge of production methods and working pipelines in the delivery of photography, video, web applications and other digital outputs	Essential	AF, INT
	Experience creating and editing photography and video content	Essential	AF, INT
	An ability to meet tight deadlines across a wide range of activities and work well under pressure	Essential	AF, INT
Understanding of copyright law and implications for presenting audio-visual materials online	Desirable	AF, INT	
<b>Personal Attributes</b>	Interest and strong working knowledge in classical music and higher education	Essential	AF, INT
	A strong interest in digital creative and its production	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

---

<b>Availability</b>	The post is available from June 2021 and the postholder should ideally be available to start as early as possible.												
<b>Contract type</b>	Permanent												
<b>Hours of work</b>	<p>This role is offered on a part time (0.8FTE) 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>												
<b>Salary</b>	<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>£29,180</td></tr><tr><td>21</td><td>£29,906</td></tr><tr><td>22</td><td>£30,680</td></tr><tr><td>23</td><td>£31,476</td></tr><tr><td>24</td><td>£32,295</td></tr></tbody></table> <p>*inclusive of London Weighting allowance</p> <p>**as this is a part-time post, the postholder will receive a proportion of the full-time salary.</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 15<sup>th</sup> of each month or the last working day before this should the 15<sup>th</sup> fall on a weekend or bank holiday.</p>	Spine points	Full-time salary*	20	£29,180	21	£29,906	22	£30,680	23	£31,476	24	£32,295
Spine points	Full-time salary*												
20	£29,180												
21	£29,906												
22	£30,680												
23	£31,476												
24	£32,295												
<b>Work permit</b>	<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>												
<b>DBS check</b>	Not applicable for this post.												
<b>Probation</b>	The post has a six months' probationary period.												
<b>Notice period</b>	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.												
<b>Pension</b>	The Universities Superannuation Scheme (USS) is available for all administrative staff. Full details of the scheme can be found on the USS website: <a href="http://www.uss.co.uk">www.uss.co.uk</a> . 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.

Part time staff will receive a pro rata entitlement for annual leave.

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 800 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 named top institution for Performing Arts in the UK for a fourth consecutive year in the 2019 QS World University Rankings.

**Staff** The RCM has over two hundred members of professorial (teaching) staff and over one hundred 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](mailto: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 12 April 2021**

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

**Interview date**                **Wednesday 28 & Thursday 29 April 2021**

With some roles at the RCM second interviews may take place. It is likely that interviews will take place remotely via Microsoft Teams/Zoom, however should circumstances allow it, in-person interviews may be considered. Shortlisted candidates will be notified in due course.

There will be a presentation 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](mailto:recruitment@rcm.ac.uk). Due to the ongoing Covid-19 pandemic, we are unable to invite applications by post. 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  
March 2021

