

MARKETING MANAGER - EVENTS

Marketing & Communications

Grade 8, Part time, Fixed Term Maternity Cover (January- December 2021)

Job reference number: 602-20

Applicant Information Pack

Closing date

9am Monday 30 November 2020

Interview date

Monday 7 December 2020 / Tuesday 8 December 2020

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Job Description

Job title	Marketing Manager - Events
Department	Marketing & Communications
Grade	8
Hours of work	Part Time (0.8FTE)
Contract type	Fixed Term Maternity Cover (January – December 2021)
Responsible to	Head of Marketing
Responsible for	Marketing Officer, Publications Officer, Box Office Supervisor
Liaises with	Internal RCM Digital, RCM ICT, RCM Museum, Members of Directorate, Heads of Faculty, Performance & Programming, Faculties and Development External Ticket management system (Spektrix), external arts organisations, Exhibition Road Cultural Group
Job overview	Due to the ongoing situation with COVID-19, the RCM is currently holding all of its public events online. The post-holder will be responsible for creating marketing campaigns for online events, as well as in-person events should they resume during the period of the contract.

Overall Job Purpose

- Devise, implement and evaluate creative marketing campaigns for the RCM's annual season of events, supporting our brand awareness and perception goals.
- Be responsible for the highest quality digital marketing content for our events series and the processes that support its production.
- Use data, market research and competitor analysis to inform marketing activities.
- Manage a user-first, mobile-friendly approach to all digital production, to create an outstanding audience experience.
- Help to drive and deliver key engagement through a digital content plan.
- Be an RCM brand manager across all digital platforms.
- Support in the delivery of high-profile communications in print and digital formats.
- Oversee relationships with external agencies, digital providers and services.
- Take joint responsibility for the RCM Marcomms team budget with the Marketing Manager for Recruitment.
- Line manage a team of three, managing their day-to-day activities, setting objectives and monitoring performance via appraisals.

Main Duties and Responsibilities

Events marketing

- Develop, implement and evaluate event marketing strategies for online and/or in-person RCM events including concerts, masterclasses, talks and other ad hoc event-related projects.
- Together with the Head of Marketing and support of the Marketing Officer, plan, deliver and evaluate priority event marketing materials in print and online, including creative use of film, advertisements, trailers and email campaigns.
- Write, edit and proof event marketing copy and provide constructive feedback to colleagues.
- Identify digital opportunities to reach new audiences and work with the RCM Studios to deliver an engaging and interactive experience.

Data Analysis

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

Digital

- Identify and project manage opportunities to develop our digital presence via multimedia content production, including of our events and news items.
- Provide creative input to a digital content plan to integrate communications and marketing plans, e-communications and social media schedules.
- Enhance the RCM's digital offer to alumni by developing the digital strategy for the alumni magazine Upbeat, in collaboration with the Publications Officer and Development team, and maintain editorial overview.

Email

- Manage accounts with Dotmailer and Spektrix.
- Oversee the work of the Marketing Officer to ensure the RCM's email marketing and social media activities are aligned, high quality and stem from a data-driven approach.
- Support the RCM Museum to achieve their long-term aims for audience engagement and development via best practice advice for email marketing and social media.

Social Media

- Oversee the work of the Marketing Officer across all official RCM social media accounts.

Brand

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

Other

- Line management of the Marketing Officer, Publications Officer and Box Office Supervisor.
- Deputise for the Head of Marketing in her absence.

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 degree or relevant qualification to the post	Essential	AF
	Marketing Qualification or equivalent	Essential	AF
Experience, Skills & Knowledge	Proven success in arts marketing including time spent working on the direct promotion of live online classical music events	Essential	AF, INT, ST
	Knowledge of Box Office or front of house services and ticketing systems; experience of Spektrix would be an advantage	Desirable	AF, INT, ST
	Experience of working on digital marketing campaigns	Essential	AF, INT, ST
	Experience of data capture, analysis and reporting to support strategic goal setting	Essential	AF, INT, ST
	Experience of managing brands, working within brand guidelines and supporting colleagues with brand activity	Essential	AF, INT, ST
	Line management experience including goal setting, appraisals and motivating staff	Essential	AF, INT, ST
	Experience writing marketing briefs	Essential	AF, INT, ST
	Experience of multimedia content production, from concept through to delivery	Essential	AF, INT, ST
	Experience of using project management tools such as Trello	Desirable	AF, INT, ST
	Excellent oral, written and presentation skills	Essential	AF, INT, ST
	First-class copywriting and proofreading skills and a flair for design	Essential	AF, INT, ST
	An understanding of higher education and arts event markets nationally and internationally	Desirable	AF, INT, ST
	Proficient in the use of Microsoft Office products such as Word, Outlook, Access and PowerPoint	Essential	AF, INT, ST
	An understanding and working knowledge of Content Management Systems (Terminal 4 preferred), Ticketing Systems (Spektrix), Email Service Providers (Dotmailer)	Desirable	AF, INT, ST

	An ability to meet tight deadlines across a wide range of activities and work under pressure	Essential	AF, INT, ST
	Understanding of copyright law and implications for presenting audio-visual materials online	Desirable	AF, INT, ST
Personal Attributes	Interest and strong working knowledge in classical music and higher education	Desirable	AF, INT, ST
	Able to lead and work as part of a team	Essential	AF, INT, ST

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 available from January 2021 and the postholder should ideally be available to start as soon as possible.	
Contract type	Fixed Term Maternity Cover (January - December 2021)	
Hours of work	This role is offered on a part time (0.8FTE) 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 8, incremental points 33 – 38:	
	Spine points	Full-time salary*
	33	£40,879
	34	£41,982
	35	£43,117
	36	£44,288
	37	£45,490
	38	£46,748

*inclusive of London Weighting allowance

**as this is a part-time post, the postholder will receive a proportion of the full-time salary

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 month probationary period.
Notice period	The appointment will be subject to termination by not less than three 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 245 hours (equivalent to 35 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 animators. 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 Shevone Atkins at 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 30 November 2020**

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

Interview date **Monday 7 December / Tuesday 8 December 2020**

With some roles at the RCM second interviews may take place. Interviews will take place remotely via Microsoft Teams.

Applicants will be asked to give a brief verbal presentation. 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. 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, 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
November 2020

