

MARKETING MANAGER (EVENTS) (MATERNITY COVER)

Marketing & Communications

Grade 8, Part time (0.8FTE), Fixed Term contract to February 2027

Job reference number: 602-25



Applicant Information Pack

Closing date

9am Monday 1 December 2025

Interview date

Thursday 11 December 2025

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

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Job Description

Job title	Marketing Manager (Events) (Maternity Cover)
Department	Marketing & Communications
Grade	8
Hours of work	Part Time (0.8FTE)
Contract type	Fixed Term to February 2027
Responsible to	Head of Marketing
Responsible for	Marketing Officer, Publications Officer
Liaises with	Internal RCM Digital, RCM ICT, Members of Directorate, Heads of Faculty, Performance & Programming, Faculties and Development External Ticket management system (Spektrix), external arts organisations, Exhibition Road Cultural Group

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 content for our events series and the processes that support its production.
- Use data, market research and competitor analysis to inform digital 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 and print 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 and Website Manager.
- Line manage a team of two, managing their day-to-day activities, setting objectives and monitoring performance via appraisals.

Key Responsibilities

These include:

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, student stories and news items.
- Provide creative input to a digital editorial calendar to create new content integrating RCM communications and marketing plans, e-communications and social media schedules.

Print

- Oversee the editorial direction of the RCM alumni magazine, Upbeat, in collaboration with the Publications Officer and Development team
- Enhance the RCM's alumni magazine by developing the strategy for a hybrid approach to disseminating content across print and digital

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 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 and Publications Officer.
- Deputise for the Head of Marketing in their 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 relevant degree or other qualification relevant to the post	Essential	AF
	Marketing qualification or equivalent	Desirable	AF
Experience, Skills & Knowledge	Proven success in arts marketing, including time spent working on promotion of classical music events	Essential	AF, INT
	Knowledge of Box Office or front of house services and ticketing systems; experience of Spektrix would be an advantage	Desirable	AF, INT
	Experience of working on digital marketing campaigns	Essential	AF, INT
	Experience of data capture, analysis and reporting to support strategic goal setting	Essential	AF, INT
	Experience of managing brands, working within brand guidelines and supporting colleagues with brand activity	Essential	AF, INT
	Line management experience including goal setting, appraisals and motivating staff	Essential	AF, INT
	Experience writing marketing briefs	Essential	AF, INT
	Experience of multimedia content production, from concept through to delivery	Essential	AF, INT
	Experience of using project management tools such as 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
	An understanding of higher education and arts event markets nationally and internationally	Desirable	AF, INT
	Proficient in the use of Microsoft Office products such as Word, Outlook, Access and PowerPoint	Essential	AF, INT
	An understanding and working knowledge of Content Management Systems (Terminal 4 preferred), Ticketing Systems (Spektrix), Email Service Providers (Dotmailer)	Desirable	AF, INT
	An ability to meet tight deadlines across a wide range of activities and work under pressure	Essential	AF, INT
	Understanding of copyright law and implications for presenting audio-visual materials online	Desirable	AF, INT
Personal Attributes	Interest and strong working knowledge in classical music and higher education	Essential	AF, INT
	Able to lead and work 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 INT = Interview

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 February 2026														
Contract type	Fixed term to February 2027														
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: <table><thead><tr><th>Spine points</th><th>Full-time salary*</th></tr></thead><tbody><tr><td>33</td><td>£47,606</td></tr><tr><td>34</td><td>£48,891</td></tr><tr><td>35</td><td>£50,213</td></tr><tr><td>36</td><td>£51,577</td></tr><tr><td>37</td><td>£52,977</td></tr><tr><td>38</td><td>£54,453</td></tr></tbody></table> *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.	Spine points	Full-time salary*	33	£47,606	34	£48,891	35	£50,213	36	£51,577	37	£52,977	38	£54,453
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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 not 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 month's 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 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.

How to Apply

Closing date	9am Monday 1 December 2025 Applications received after the stated closing date will not be considered.
Interview date	Thursday 11 December 2025 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 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 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 global top institution for both Music and Performing Arts in the 2025 QS World University Rankings by Subject. The College has held this world-leading place in Performing Arts for four successive years, while Music is a new subject introduced to the rankings in 2024.
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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

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.

The Royal College of Music is an Equal Opportunities employer.

Talia Hull
Director of Communications
November 2025

