

# RECRUITMENT MARKETING MANAGER

Marketing & Communications

Grade 8, Full time, Permanent

Job reference number: 600-26

## Applicant Information Pack

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### Closing date

9am Thursday 2 July 2026

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

### Interview date

Monday 13 July 2026

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## Job Description

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<b>Job title</b>	Recruitment Marketing Manager
<b>Department</b>	Marketing & Communications
<b>Grade</b>	8
<b>Hours of work</b>	Full Time (1FTE)
<b>Contract type</b>	Permanent
<b>Responsible to</b>	Director of Communications
<b>Responsible for</b>	Recruitment Marketing Officer, Junior Designer
<b>Liaises with</b>	<b>Internal</b> Heads of Faculty, Registry, Professors, Students, RCM Sparks, RCM Creative Careers, Alumni <b>External</b> Agencies, Feeder Schools, Institutions and arts organisations across key global markets
<b>Job overview</b>	This is a critical role which devises and delivers the recruitment marketing strategy to ensure the RCM continues to attract students of the highest calibre from all over the world. Utilising data insights this role will employ marketing strategies and tactics across print and digital to engage, inspire and convert applicants.

### Key Responsibilities

#### Strategy & planning

- Develop and deliver an integrated student recruitment marketing strategy, aligned with institutional priorities, across home, EU and international markets to recruit high-quality applicants
- Use market insight, student data, competitor analysis and trends to inform strategic decision-making
- Translate organisational objectives into clear, targeted marketing plans and campaign frameworks

#### Campaigns & content

- Lead the planning, delivery and optimisation of institutional-wide student recruitment campaigns
- Create and manage an annual campaign and content plan aligned to the recruitment cycle
- Oversee the development of high-impact content across all channels, ensuring consistency in messaging and tone of voice
- Lead on all print recruitment campaigns, including the Prospectus, international guides and audition materials
- Lead on marketing for new course launches and priority recruitment initiatives
- Develop targeted faculty-level marketing plans in collaboration with Heads of Faculty and academic teams
- Drive conversion from enquiry to application in partnership with Registry

#### Digital & advertising

- Lead a digital first approach to recruitment marketing, ensuring effective use of web, social, video & paid media
- Develop and deliver an annual advertising strategy
- Oversee and manage digital content, including video and social media campaigns

#### Events management

- Lead the planning and delivery of key recruitment events including the annual Open Day

- Provide support for individual Faculty Open Days
- Evaluate & report on effectiveness of recruitment events to the Director of Communication & Head of Marketing

#### Data, insight & evaluation

- Work with Registry to generate actionable insight into key markets and audiences
- Commission market research to identify opportunities to inform recruitment activity
- Sit on the National Student Survey team to carry out successful NSS survey annually

#### Brand management

- Co-manage the institutional brand, ensuring consistency across all recruitment marketing activity
- Co-manage the placement of brand-focused adverts in specialist, local and international publications
- Implement brand guidelines across all channels and materials
- Ensure all content, photography and video enhances the RCM brand

#### Management & relationships

- Line manage and develop direct reports, setting objectives and supporting professional growth
- Work closely with colleagues in Marcomms team, regularly sharing and presenting activity to colleagues
- Build strong relationships across institution to enable effective collaboration
- Deputise for Director of Communications in her absence
- Sit on the Crisis Communications group led by the Director of Communications

#### Budget & external suppliers

- Manage the student recruitment marketing budget, ensuring effective allocation
- Oversee procurement of services and manage relationships with external agencies, suppliers and partners
- Ensure projects are delivered on time, on budget and to a high standard

#### Wider contribution

- Contribute to institutional communications, campaigns and publications as required
- Participate in cross-organisational initiatives including crisis communications and internal communications
- Align with and contribute to pipe-line activity, in line with institutional priorities

### 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	A degree and/or relevant qualification to the post	Essential	AF
	Marketing qualification or equivalent experience in higher education recruitment marketing	Essential	AF

<b>Experience, Skills &amp; Knowledge</b>	Experience working in higher education recruitment marketing	Essential	AF, INT
	Experience managing and monitoring segmented recruitment campaigns	Essential	AF, INT
	Experience managing brands, working within brand guidelines and supporting colleagues with brand activity	Essential	AF, INT
	Experience of organising and attending recruitment events	Essential	AF, INT
	Administratively self-sufficient and able to prioritise a busy workload	Essential	AF, INT
	Line management experience including goal setting, appraisals and motivating staff	Essential	AF, INT
	Experience forecasting and monitoring marketing budgets	Essential	AF, INT
	Experience writing marketing briefs and procuring external agencies	Desirable	AF, INT
	Excellent oral, written and presentation skills	Essential	AF, INT
	First-class copywriting and proof-reading skills and an eye for design	Essential	AF, INT
	Knowledge of the higher education markets nationally and internationally	Essential	AF, INT
	Excellent computer skills including the use of Microsoft Office products including Word, Outlook, Access and PowerPoint	Essential	AF, INT
	Knowledge and understanding of DTP software, Content Management Systems and social media channels	Essential	AF, INT
	Ability to meet tight deadlines across a wide range of activities and work under pressure	Essential	AF, INT
	Ability to generate and analyse data to use in campaign planning	Desirable	AF, INT
<b>Personal Attributes</b>	Interest and strong working knowledge of classical music and higher education	Desirable	AF, INT
	Excellent interpersonal and communication skills working with colleagues at all levels	Essential	AF, INT
	Ability to represent the Royal College of Music at external meetings – including recruitment events and steering groups	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

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<b>Availability</b>	The post is available from September 2026														
<b>Contract type</b>	Permanent														
<b>Hours of work</b>	<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> <p>The usual working pattern for this role will be onsite for three days a week and working from home two days a week, however the final working pattern will be agreed with the successful applicant with consideration given to any personal commitments. To meet the operational needs of the role we will not be able to accommodate full-time remote working.</p>														
<b>Salary</b>	<p>RCM Pay Scale Grade 8, incremental points 33– 38:</p> <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> <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 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*	33	£47,606	34	£48,891	35	£50,213	36	£51,577	37	£52,977	38	£54,453
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<b>Visas/ Right to Work in the UK</b>	<p>If you have time limited permission to work in the UK you must provide full details on your Application for Employment form.</p> <p>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. <a href="#">Visa Checking Tool</a></p> <p>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 <a href="#">Arts Council</a> website.</p> <p>This is <b>not</b> a role for which the RCM will act as a sponsor for the Skilled Worker route.</p>														
<b>Immigration Advisors</b>	<p>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 <a href="#">UK Council for International Student Affairs (UKCISA)</a>. Alternatively the Office of the Immigration Services Commissioner (OISC) which regulates immigration advisers maintains a <a href="#">list of approved Immigration Advisors</a>.</p>														

<b>DBS check</b>	Not applicable for this post.
<b>Probation</b>	The post has a six month probationary period.
<b>Notice period</b>	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.
<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).
<b>Annual leave</b>	Full time staff are entitled to 245 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

<b>Closing date</b>	<b>9am Thursday 2 July 2026</b>  Applications received after the stated closing date will not be considered.
<b>Interview date</b>	<b>Monday 13 July 2026</b>  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.
<b>To apply</b>	To apply, please submit the following documents available on the RCM jobs page <ul style="list-style-type: none"> <li>• Application Form</li> <li>• Equal Opportunities Form</li> </ul> <p>The above documents should be sent to <a href="mailto:recruitment@rcm.ac.uk">recruitment@rcm.ac.uk</a> by the stated closing date.</p> <p>We encourage applications by email however if you wish to post your application you must ensure this reaches us by the closing date.</p> <p>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.</p>
<b>Alternative formats</b>	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.
<b>Interview process</b>	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

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<b>Travel</b>	<p>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.</p> <p>We offer a Cycle to Work Scheme via CycleScheme.</p>
<b>Events</b>	<p>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.</p>
<b>Eye tests &amp; hearing tests</b>	<p>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.</p>
<b>Employee Assistance Programme</b>	<p>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.</p>
<b>Professional Development</b>	<p>The RCM is committed to the support of training and professional development for all members of staff and a range of opportunities are available.</p>

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## About Us

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<b>The College</b>	<p>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 amateurs. 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.</p>
<b>Staff</b>	<p>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.</p>

**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.

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The Royal College of Music is an Equal Opportunities employer.

Talia Hull  
Director of Communications  
June 2026

