WEBSITE MANAGER (MATERNITY COVER)
Marketing & Communications

Grade 8, Full time, Fixed Term to September 2026

Job reference number: 600-25

ROYAL
COLLEGE
OF MUSIC
London

Applicant Information Pack

Closing date

9am Monday 7 July 2025

Late or incomplete applications <u>will not</u> be submitted to the Shortlisting Panel

Interview date

Monday 21 July 2025

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Job Description

Job title	Website Manager (Maternity Cover)
Department	Marketing & Communication
Grade	8
Hours of work	Full Time (1FTE)
Contract type	Fixed Term to September 2026
Responsible to	Head of Marketing
Responsible for	Web Officer
Liaises with	**Internal** Members of Directorate, Heads of Faculty, Digital team, Human Resources, Estates, Research, Development & Alumni Engagement **External** Brand and digital agencies, Market research agencies, Content Management System provider (Terminal 4), Web agency (Bloom), Website Search facility provider (Squiz)
Job overview	The Website Manager takes responsibility for the overall direction, future development and daily management of the RCM's public facing website. Reporting to the Head of Marketing, the post plays a critical role in ensuring the website supports the recruitment of high quality students from across the world and from all backgrounds and cultures to study at undergraduate, postgraduate and doctoral level; to raise the profile of the College as a place to hear music-making; and to demonstrate areas of College work in research, innovation, outreach, sustainability and fundraising. The post acts as a key linchpin between internal colleagues and external agencies ensuring BAU activity is managed effectively alongside bigger picture development projects. As such it requires a broad understanding of web technologies and practices, including SEO, performance, security, code quality, and UI/UX. The role has a strong focus on data insight and driving data-informed activities, including exploring the use of AI tools to support content, engagement and automation, as well as an ability to write and edit intelligent marketing copy aimed at wide variety of audiences.

Key Responsibilities

Website Management

- Day-to-day management of the RCM website, including creating, maintaining and updating major content, for our key audiences through engaging copy and imagery and with a focus on user experience.
- Lead discussions around and help to design the information architecture of the RCM website, including data modelling for complex feeds, for event listings, shop products and staff/student profiles.
- Main point of contact with external web and development agencies; managing relationships, planning, briefing and ensuring delivering of projects, overseeing budget, and managing internal requests.
- Manage relationships with agencies, including Bloom (web design), TerminalFour (CMS) and Squiz (search).
- To ensure the website's content is optimised for Search and generative AI in support of Marketing colleagues' campaign activity.

- Oversee the work of the Web Officer, who will produce and edit website content and who will actively liaise with content stakeholders across the RCM.

- Explore and identify opportunities to apply emerging technologies, including AI, to enhance web user experience, streamline content management, and support digital innovation initiatives.

- 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.

- To offer content editors support and advice in using TerminalFour (CMS) including best practice in writing and producing content for the web, adhering to accessibility guidelines, and troubleshooting issues.

- Liaise closely with ICT when the website's growth or sustainability necessitates changes to core infrastructure.

- Liaise closely with ICT and TerminalFour (CMS) to ensure appropriate security infrastructure is in place for the College's hosting provision

Data analysis

- 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.

- To implement and maintain relevant analytics tools (including GA4 using Tag Manager and Looker Studio), including establishing KPIs, and to use them to provide reports and advice for the MarComms team on the effectiveness of the RCM's website and to inform future decisions for the website.

Digital marketing & content

- Work closely with the MarComms team to contribute to the creation of original, dynamic content – including website content, video content and digital editorial content – from internal and external agencies to engage our audiences in the breadth of activity at the RCM.

- Take a hands-on role in the production of quality digital content as needed.

- Work with colleagues across the institution to help them understand the potential of well-crafted digital content and to encourage them to engage positively with the process of creating it.

- Ensure the website, including editorial content, video, imagery, meets and enhances the RCM brand guidelines

- Create, continually monitor and update a digital house style for the RCM that supplements the existing print house style, paying particular attention to web accessibility guidelines.

- Work closely with members of the MarComms team to support other digital activities including marketing emails, paid search and social media as needed

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-level qualification or equivalent	Essential	AF, Certificates

	Appropriate professional qualifications or training in computing, web management or equivalent	Desirable	AF, Certificates
Experience, skills & knowledge	Experience of website management for a large, complex organisational website	Essential	AF, INT
	Experience of Content Management Systems (TerminalFour preferred)	Essential	AF, INT,
	Experience of working with website developers and/or external agencies on complex development projects	Essential	AF, INT
	Familiarity of HTML and CSS	Essential	AF, INT
	Demonstrable knowledge of Search Engine Optimisation best practice	Essential	AF, INT
	Awareness of AI tools, and how they can be applied to enhance digital content, user experience or workflow efficiency	Desirable	AF, INT
	Knowledge of best practices and the statutory obligations of public institutions surrounding online content delivery	Essential	AF, INT
	Understanding of accessibility legislation and experience of carrying out accessibility audits	Essential	AF, INT
	Experience of using and setting up reports in analytics software – including GA4, Tag Manager and Looker Studio – and using metrics to inform decision making	Essential	AF, INT, ST
	Excellent online copywriting skills with a flair for tailoring copy to a wide range of audiences	Desirable	AF, INT, ST
	Knowledge of production methods and working pipelines in the delivery of photography, video, web applications and other digital outputs	Desirable	AF, INT
	Experience creating and editing photography and video content	Desirable	AF, INT
	Understanding of copyright law and implications for presenting audio-visual materials online	Desirable	AF, INT
	Good project management, with experience of using project management tools	Essential	AF, INT
	An ability to meet tight deadlines across a wide range of activities and work well under pressure	Essential	AF, INT
	Line management experience, including goal setting, appraisals and motivating staff	Desirable	AF, INT
	Experience of managing budgets	Desirable	AF, INT
Personal Attributes	Interest and strong working knowledge in classical music and Higher Education nationally and internationally	Desirable	AF, INT
	A confident communicator, and excellent written and presentation skills	Essential	
	A strong interest in digital creative and its production	Desirable	AF, INT
	Able to lead and work as part of 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 September 2025
Contract type	Fixed term to September 2026
Hours of work	This role is offered on a full time (1FTE) 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. 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.
Salary	RCM Pay Scale Grade 8, incremental points 33 – 38: Spine points — Full-time salary* 33 — £46,220 34 — £47,467 35 — £48,751 36 — £50,075 37 — £51,434 38 — £52,867 *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.
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 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 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 7 July 2025 Applications received after the stated closing date will not be considered.
Interview date	Monday 21 July 2025 Shortlisted candidates will be notified in due course. There is a possibility of a second interview. 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.

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.

Katherine Smith
Head of Marketing
June 2025