

# WEB OFFICER

Marketing & Communications

Grade 6, Full time, Permanent

Job reference number: 603-22

## Applicant Information Pack

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### Closing date

9am Monday 11 July 2022

### Interview date

Wednesday 20 July 2022

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## Job Description

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<b>Job title</b>	Web Officer
<b>Department</b>	Marketing & Communications
<b>Grade</b>	6
<b>Hours of work</b>	Full Time
<b>Contract type</b>	Permanent
<b>Responsible to</b>	Head of Marketing
<b>Responsible for</b>	N/A
<b>Liaises with</b>	<b>Internal</b> Heads of Faculty, Registry, Heads of Programmes & Research, Junior Department, RCM Sparks, Museum, Human Resources, Development & Alumni Engagement, Secretariat <b>External</b> Content Management System provider (Terminal 4), Website Search facility provider (Funnelback)
<b>Job overview</b>	The Web Officer supports the Marketing Managers, Head of Marketing and Director of Communications to develop and enhance the profile of the Royal College of Music internationally, nationally and internally. Primarily, this will be achieved through the RCM website and YouTube channel.

### Key Responsibilities

The Web Officer leads on day-to-day management of the RCM website. Liaising internally with relevant administrative and academic staff, the Web Officer will ensure content is accurate, up to date and edited to ensure maximum impact, good fit, compliance with house style and compliance with statutory obligations around data protection and accessibility.

The post holder will work proactively with the Head of Marketing to identify opportunities to improve the user experience of the RCM website, to assist in the commissioning of new content and to support in identifying, researching and implementing new digital marketing opportunities for the RCM. This will also involve liaising internally across a wide range of departments to ensure digital priorities are aligned and support key marketing objectives.

With the website being the RCM's primary promotional tool for recruitment, audience development and cultivation of external support, the Web Officer also supports the Marketing Managers, Head of Marketing and Director of Communications in the development of the website in line with RCM strategic objectives.

### Website management

- Manage the RCM's Content Management System, TerminalFour, and ensure all content is current and up to date.
- Manage the website updating process by guiding, assisting and approving content contributions from a group of internal stakeholders, some of whom have web editing rights in Terminal Four.
- Provide reports and analysis on website performance using tools such as Google Analytics.
- Assist in the development and implementation of strategic aims and plans for the RCM website.
- Build relationships with internal staff to develop appropriate web content to promote the RCM.

### Digital marketing and communications

- Produce engaging marketing copy.

- Oversee the RCM's YouTube channel, optimising content, handling copyright queries and liaising with RCM Studios for live streams
- Contribute to the RCM's social media channels when required
- Help develop a presence on platforms where a strategic need has been identified.
- Work with the Head of Marketing and Marketing Managers to ensure a good balance of messaging on the homepage and across the website to support marketing activities.
- Stay abreast of latest digital thinking and investigate new ideas that will complement and enhance the RCM's digital activities.

## 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 relevant first degree-level qualification or equivalent experience	Essential	AF
<b>Experience</b>	Considerable experience managing and maintaining websites and using content management systems, preferably within the Arts and Humanities	Essential	AF, INT
	Experience of website development and project management	Essential	AF, INT
	Experience working with a team of web editors and approving workflows	Desirable	AF, INT
	Experience working with social media channels, including Facebook, Twitter and YouTube	Desirable	AF, INT, ST
	Experience of digital advertising	Desirable	AF, INT
	Experience working with blog and/or editorial content	Desirable	AF, INT
	Experience working with modelled data	Essential	AF, INT, ST
	Experience commissioning and developing digital content	Desirable	AF, INT
	A strong sense of web design with an awareness of best practices, accessibility and data protection	Essential	AF, INT
	Excellent editorial and web copywriting skills	Essential	AF, INT, ST
<b>Knowledge &amp; skills</b>	Familiarity with HTML and CSS	Essential	AF, INT, ST
	Familiarity with image manipulation programmes including Photoshop	Desirable	AF, INT
	Awareness and understanding of music copyright particularly for YouTube content	Desirable	AF, INT
	Administratively self-sufficient and accustomed to exercising initiative	Essential	AF, INT
	Ability to work effectively as part of team	Essential	AF, INT
	Ability to work across multiple departments and manage multiple projects	Essential	AF, INT
<b>Personal Attributes</b>	Keen interest in classical music	Desirable	AF, INT
	An informed interest in Higher Education	Desirable	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 ST = Selection Test

The duties and responsibilities assigned to the post may be amended by the Head of Marketing within the scope and level of the post.

## Terms & Conditions

<b>Availability</b>	The post is immediately available 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 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>												
<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>£29,656</td></tr><tr><td>21</td><td>£30,366</td></tr><tr><td>22</td><td>£31,140</td></tr><tr><td>23</td><td>£31,949</td></tr><tr><td>24</td><td>£32,780</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*	20	£29,656	21	£30,366	22	£31,140	23	£31,949	24	£32,780
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<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 month 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).
<b>Annual leave</b>	<p>Full time staff are entitled to 210 hours (equivalent to 30 days) of holiday per annum, plus public holidays.</p> <p>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.</p>

## Staff Benefits

<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 also offer a tax-free bicycle loan under a similar repayment scheme.</p>
<b>Events</b>	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.
<b>Eye tests &amp; hearing tests</b>	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.
<b>Employee Assistance Programme</b>	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.
<b>Professional Development</b>	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

<b>The College</b>	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 50 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 Performing Arts in the 2022 QS World University Rankings by subject.
<b>Staff</b>	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 / 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 11 July 2022**

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

#### Interview date

**Wednesday 20 July 2022**

There will be a test 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).

The Royal College of Music is an Equal Opportunities employer. The College is a non-smoking environment.

Katherine Smith

Head of Marketing  
June 2022

