

COMMUNICATIONS OFFICER (MATERNITY COVER)

Marketing & Communications

Grade 6, Full time, Fixed Term contract

Job reference number: 601-25



Applicant Information Pack

Closing date

9am Thursday 18 September 2025

Interview date

Tuesday 7 October 2025

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

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Job Description

Job title	Communications Officer
Department	Marketing & Communications
Grade	6
Hours of work	Full Time (1FTE)
Contract type	Fixed Term to November 2026
Responsible to	Director of Communications
Responsible for	N/A
Liaises with	<p>Internal</p> <p>The post-holder will be expected to develop good working relationships with senior personnel across the RCM, including senior management, Heads of Faculty, Secretariat, Digital, P&P</p> <p>External</p> <p>The post-holder will be required to work closely with our media agency and develop press contacts</p>
Job overview	<p>Reporting to the Director of Communications, the Communications Officer will provide a range of services to internal and external stakeholders at the highest level to promote the Royal College of Music in the UK and internationally. The post-holder will ensure the RCM's strategic messages and priorities are effectively conveyed to appropriate stakeholders across all communications platforms. The Communications Officer will contribute to the professional service offered by the Directorate's Communications and Marketing team, in support of the strategic communication requirements of the RCM.</p> <p>Working with senior management and external influencers, the post-holder will focus on managing media relations, researching stories and producing high-quality written communications for many different platforms and stakeholder groups. The post-holder will promote teaching and learning success stories, help manage reputation, upholding the brand, and contribute to a wide range of corporate communications.</p> <p>The post-holder will be expected to develop and deliver communication campaign strategies to support the RCM's vision and to work closely with colleagues from the Marketing team, to develop and deliver integrated marketing-communications projects which enhance the RCM's national and international profile and reputation for excellence.</p> <p>The post-holder will be required to translate big ideas into compelling stories, including the creation of exciting digital content for the RCM's vibrant social media platforms and videos of different lengths and styles. The post-holder will manage a media relations portfolio, assist with corporate communications and write news stories for the RCM website. Managing a schedule of internal communications is of primary importance and the ability to forward plan and develop and manage communications plans is required.</p>

Key Responsibilities

These include

- Working closely with senior stakeholders across the RCM to identify opportunities to promote the College at a national and international level
- Researching, writing and editing media releases, and securing placement of news stories in local, national and international media

- Researching, writing, editing and proof-reading copy for a wide range of communications platforms, including written publications, internal communications channels, social media and the website
- Contributing to the development and implementation of integrated marketing-communications projects and public relations campaigns with colleagues across Service Directorates and Faculties
- Representing Communications at internal and external meetings
- Handling incoming media enquiries and facilitating requests for interview, expert comment, filming/photography – providing media training guidance and support when required
- Preparing briefings for senior RCM management
- Monitoring and screening media outlets and compile media coverage summaries
- Providing communications planning and support for key RCM events
- Writing, editing and posting content for the RCM's website using the Terminalfour content management system
- Working as part of the team responsible for emergency response and crisis communications
- Supporting the push for effective communications practice across the University
- Participating in the general activities of the Communications team as required and specified by the Director of Communications
- Providing administrative support to the Director of Communications

Press

- Identify opportunities to promote the RCM brand and strategic aims
- Monitoring the 'Press' email inbox
- Writing and disseminating press releases
- Writing web news items
- Communicating with the press
- Arranging press tickets for RCM events
- "Looking after" press at RCM events
- Managing the day to day work of any external media agency

Strategic planning

- Develop and implement communications strategies and support the activities of the RCM's strategic priorities
- Produce copy for internal communications, press releases, More Music Campaign materials, print and digital publications, and website news items
- Crafting content for the RCM's multiple social media channels
- Coordinating and supervising internal and external filming and recording
- Managing More Music Campaign communications ensuring effective internal and external delivery
- Leading on the creation of digital content such as the RCM's Christmas E-Card plus other video material
- Ensuring campaign strategies fully articulate objectives, narrative and allow for appropriate sign-off.

Administrative Support

- Providing administrative support to the Director of Communications as required
- Preparing proposals and presentations

- Arranging internal and external meetings
- Making travel arrangements, booking and arranging meeting rooms and catering as required
- Drafting, editing and reviewing papers for Committees as required
- Managing expense budgets (monitoring all income and expenditure within these budgets, administering invoices, and preparing reports and bids for future years)
- Assisting at high-profile special events, in particular the annual President's Visit and Open Day
- Ensuring the Director of Communications has tickets from the Directorate allocation for concerts and has received the briefing notes for any pre-concert reception
- Being main point person between Communications and the Secretariat
- Dealing with other administrative tasks as appropriate including printing Directorate and Senate Exec papers for the Director of Communications

Other Duties

- Managing reactive filming requests and liaising with film crews
- Proactively pitching to secure appropriate film/interview opportunities
- Arranging official photography of RCM events, booking and briefing external photographers
- Assisting other members of the Communications Team as required, improving the experience of audiences visiting the RCM
- Undertaking any other relevant tasks as specified by the Director of Communications

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	Educated to degree level in music or equivalent experience	Desirable	AF
	Postgraduate qualification in marketing arts administration or equivalent	Desirable	AF
Experience	Experience of an arts communication environment	Essential	AF, INT
	Experience of media relations, corporate communications and managing a fast-moving communications agenda	Essential	AF, INT
	Experience of developing and maintaining high level stakeholder relationships (internal and external)	Essential	AF, INT
	Experience of developing and delivering high-profile communications plans	Essential	AF, INT
	Experience of using dotMailer or similar e-marketing tool	Desirable	AF
	Experience creating dynamic content for multiple communication channels	Desirable	AF, INT

	Experience of using Adobe Photoshop and InDesign	Desirable	AF
Knowledge/Skills	Skillful and persuasive communicator, orally and in writing	Essential	INT, ST
	Excellent copywriting, copyediting and proofreading skills	Essential	AF, INT
	Administratively self-sufficient and accustomed to exercising initiative	Essential	AF, INT
	Ability to prioritise a busy workload	Essential	AF, INT
	Ability to work effectively as part of a team	Essential	AF, INT
Personal Attributes	An appreciation of the arts and music, with a desire to immerse yourself in the work and culture of the Royal College of Music	Essential	AF, INT
	Committed to Continuing Professional Development (CPD)	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 November 2025													
Contract type	Fixed term to November 2026													
Hours of work	<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>													
Salary	<p>RCM Pay Scale Grade 6, incremental points 20 – 24:</p> <table><tr><td>Spine points</td><td>Full-time salary*</td></tr><tr><td>20</td><td>£34,350</td></tr><tr><td>21</td><td>£35,173</td></tr><tr><td>22</td><td>£36,069</td></tr><tr><td>23</td><td>£37,006</td></tr><tr><td>24</td><td>£37,968</td></tr></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 15th of each month or the last working day before this should the 15th fall on a weekend or bank holiday.</p>		Spine points	Full-time salary*	20	£34,350	21	£35,173	22	£36,069	23	£37,006	24	£37,968
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Visas/ Right to Work in the UK	<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. Visa Checking Tool</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 Arts Council website.</p> <p>This is not a role for which the RCM will act as a sponsor for the Skilled Worker route.</p>
Immigration Advisors	<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 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.</p>
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 months' notice. Notice during probation will be seven days' notice by either party.
Pension	<p>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).</p>
Annual leave	<p>Full time staff are entitled to 210 hours 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>

How to Apply

Closing date	<p>9am Thursday 18 September 2025</p> <p>Applications received after the stated closing date will not be considered.</p>
Interview date	<p>Tuesday 7 October 2025</p> <p>Shortlisted candidates will be notified in due course.</p> <p>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.</p>
To apply	<p>To apply, please submit the following documents available on the RCM jobs page</p> <ul style="list-style-type: none"> • 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 Communications department is responsible for maintaining and developing the global profile of the College as a world-leader in music education. We have strategic responsibility for overseeing and supporting all print and digital communications (internal and external) and ensure quality and consistency is 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, video, 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 applications of the highest quality from across the globe.

The Royal College of Music is an Equal Opportunities employer.

Talia Hull
Director of Communications
August 2025

