

Royal Northern College of Music

Candidate Pack

Vacancy: Student Recruitment Marketing Officer (International)

Reference No: 2526-40

Closing Date: 12 noon, Friday 21 August 2026

Interview Date: Friday 4 September 2026

RNCM
ROYAL NORTHERN
COLLEGE of MUSIC

Job Description

Job title: Student Recruitment Marketing Officer (International)

Department: Marketing and Student Recruitment

Responsible to: Student Recruitment Marketing Manager

Overall Purpose of the Job

A key member of the Marketing and Student Recruitment Team, the Student Recruitment Marketing Officer (International), will play a vital role in implementing the RNCM's international strategy for the recruitment of overseas students.

Working with the Student Recruitment Marketing Manager as part of a team of three Student Recruitment Marketing Officers, the postholder will assist with the research and analysis of international market potential, highlighting opportunities to further enhance recruitment from target overseas markets. They will also be expected to build and maintain relationships with overseas agents and key international institutions (including external service providers), develop connections with academic staff and external music education stakeholders, manage applicant interactions and related data, and plan, deliver, and report on bespoke digital and in-country events and activities. This includes arranging overseas travel bookings and liaising with colleagues across the wider team to support marketing campaigns, events and content creation, by turning data and insight into action.

Key Responsibilities:

1. To assist the Student Recruitment Marketing Manager with research and analysis of international market potential, identifying opportunities to further enhance recruitment from the College's target overseas markets.
2. Deliver the logistics and arrangements of recruitment events and inbound/outbound visits, including booking travel, accommodation, and venues, creating itineraries and processing financial requests for overseas auditions, individual staff visits, institutional trips and incoming delegations.
3. Work alongside the other Student Recruitment Marketing Officers to develop and maintain a database of international feeder schools and teaching alumni, keeping an accurate record of engagement and feedback. Reporting on key trends regularly.
4. Maintain an up-to-date knowledge of admissions processes and protocols to provide tailored information to international applicants, including delivering webinars related to visa applications and English Language requirements to support and promote the RNCM's Pre-Sessional English Language course. Managing applicant drop-in sessions and providing one to one advice via email, phone and Unibuddy to applicants whose first language is not English.
5. Advise on bespoke marketing materials and approaches for overseas markets based on research and data trend analysis.
6. Support the development of international partnerships and business initiatives.
7. Process applications from part-time staff seeking to undertake overseas recruitment activities, ensuring that they are in line with international recruitment strategy.

8. Ensure staff are fully briefed on previous and planned activity in-country, aware of any cultural sensitivities, and equipped with appropriate marketing materials prior to travel when representing the RNCM. Including working with the Communications team to create bespoke presentations and packages to promote the College.
9. Establish and maintain a record of the College's international activities in respect of student recruitment.
10. Contribute to the development of country specific recruitment marketing plans and initiatives to develop new and emerging international markets.
11. Close liaison with, and acting as a key liaison point for, the College's network of Recruitment Agents and Alumni Ambassadors to ensure optimum and appropriate representation for the College at all time, and compliance with UKVI policy and best practice.
12. Any other reasonable duties as may be required considering the postholder's qualifications, knowledge and experience.

Additional Information

Safeguarding

The Royal Northern College of Music is committed to safeguarding and promoting the welfare of children and vulnerable adults. All staff working with these groups are expected to share a commitment to this. You will be expected to report promptly any concerns relating to the safeguarding of children and / or vulnerable adults in accordance with agreed Child Protection Policy and procedures.

Health and Safety Responsibilities

To ensure that reasonable care is taken at all times for the health, safety and welfare of yourself and other persons and to comply with the policies and procedures relating to health and safety within the RNCM.

General

This job description sets out the duties of the post at the time when it was drawn up. Such duties may vary from time to time without changing the general character of the duties or the level of the responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading of the post.



Person Specification

Criteria	Essential (E) / Desirable (D)	Method of Assessment
Experience		
Minimum of 2-3 years' experience in marketing, ideally within higher education (particularly in international offices or admissions).	E	Application Form/Interview
Experience in organising or participating in online and in-person events, ideally for international markets.	E	
Experience of international student recruitment and/or business development.	D	
Experience of conducting research to understand trends and preferences among international students.	D	
Skills		
Ability to develop and implement marketing plans and activities tailored to diverse international markets.	E	Application Form/Interview
Ability to communicate effectively with individuals from various cultural backgrounds.	E	
Strong networking skills.	E	
Excellent written and verbal communication skills.	E	
Proficiency in MS office software and tools such as CRM systems, content management systems and analytics platforms.	E	
Working proficiency in a language other than English.	D	
Knowledge		
Knowledge of the UK and global music education landscape.	D	Application Form/Interview
Qualifications		
Undergraduate degree relating to Marketing, Communications, Data Analysis or another relevant field.	E	Application Form/Interview

Summary of Terms and Conditions	
Salary	Grade 5, SCP 20 to 23, £29,588 to £32,080 per annum
Hours of Work	35 hours per week, (e.g. Monday – Friday, 9am – 5pm but may vary from time to time. Flexibility in working hours will be expected.)
Annual Leave	25 days per year, increasing to 30 days after 5 years' service. In addition, 2 extra statutory days are granted during the Christmas closedown plus all 8 bank holidays.
Pension	The post-holder will be eligible to join the Local Government Pension Scheme.

Issued by: Ash Rice, Head of Marketing and Student Recruitment

Date of issue: July 2026

About Us

The RNCM

Home to over 900 students from more than 60 countries, the RNCM is one of the most progressive conservatoires in the world, dedicated to providing an outstanding education that propels students into careers as inspiring and versatile musicians, fully-equipped for exciting futures both on and off stage.

Our Undergraduate School includes the Bachelor of Music with Honours and the ground-breaking Bachelor of Music with Honours in Popular Music – the UK's first four-year degree in this subject. Both programmes offer students the flexibility to create bespoke packages that fully support their career aspirations. They also complement degrees within our Graduate School, which provides a stimulating environment for advanced studies in performance (including conducting), composition, musicology, music psychology, and music education.

Additionally, we're home to Junior RNCM, our Saturday school for eight to 18-year-olds, and deliver an award-winning programme of free and subsidised projects for children and young people across the North West.

What it's like to work here

Our vibrant and creative community of academic and professional services staff work together to ensure that the RNCM remains a destination of choice for talented young musicians worldwide.

Friendly, collaborative and supportive, we proudly promote an inclusive and equitable working culture, offering family-friendly policies and regular opportunities for personal and professional development.

As a small specialist organisation, the staff voice is very important to us and there are numerous opportunities for colleagues to get involved in RNCM life throughout the year via our active staff engagement programme. We also have a Wellbeing Hub for staff and students, and are a Disability Confident Employer. If you feel there are adjustments that could be made to support you if invited to attend an interview, or if you join us as an employee, please get in touch via recruitment@ncm.ac.uk.

Marketing and Student Recruitment Team

The Marketing and Student Recruitment Team presents the RNCM to the outside world, ensuring representation of the core facets of our work and allowing our audiences to understand who we are and why we exist.

Within this, we are responsible for the broad areas of student recruitment, communications, business development, and events marketing. Collectively, we have a duty to control our institutional narrative, promote brand awareness, create consistency, and act as advocates for the strategic direction of the Conservatoire.

Underpinned by the Strategic Plan, *Defining the Future of Music*, these objectives are designed to consolidate our position at the forefront of music education globally, with the core components of students, music, and society forming a solid foundation to our work.

Staff Benefits

Annual leave

Minimum of 25 days (increasing to 30 days after 5 years' service and 33 days after 20 years' service) plus 8 bank holidays and 4 closure days.

Working hours

35 hours per week for a full-time role

Flexibility

Offered through formal flexible working (part-time, job-share, term time only, compressed hours, annualised hours and flexibility of working pattern depending on the role).

Family friendly policies

Enhanced maternity and paternity pay above statutory payments.

Pensions

GMPF (Greater Manchester Pension Fund) for Professional Services staff and Teachers' Pensions Scheme or USS for Academic staff. RNCM tops up pensions via an employers' contribution, adding to your pension pot.

Employee Assistance Programme

All staff can get free and confidential advice from Health Assured. The service is open 24 hours per day, 365 days per year, by telephone or via the web for staff support (mental health, physical health, counselling etc.) as well as general support such as financial, benefits or housing advice.

Eye Tests

Staff are offered a free eye test and a contribution towards glasses where they are required for display equipment work.

Events

Staff can book one free or discounted ticket to most RNCM promoted event.

Professional Development

The RNCM is committed to the support of training and professional development for all members of staff and a range of opportunities are available.

Travel

We have on-site parking at a reasonable cost, loans for season tickets and offer a cycle to work scheme (savings on the cost of a new bicycle and associated safety equipment by providing vouchers taken out of your salary before tax).

Staff Discounts

Offered on the RNCM Food and Drink menu which includes hot drinks, cakes and snacks in the Café. You can also get loyalty points and further offers on food and drink by using our Teya Rewards app.

Staff Wellbeing

Our Staff Wellbeing Hub provides information, support, training, and social/networking activities so you can get to meet other staff (important in a blended working environment).

Staff Voice

The views of our staff are very important. We have a staff engagement programme and we involve staff in much of our decisions/policy-making. In our latest staff satisfaction survey 98% of staff were satisfied to work at the RNCM.