

Recruitment Pack

**Communications Officer
(Email Marketing & Cam-
paigns)**



June 2025

Hello

**Thank you for your interest
in applying for the role of
Communications Officer
(Email Marketing &
Campaigns).**

It is our people who have made the Royal Academy of Arts what it is today — a living academy for artists, art-making and art lovers. Since 1768 the RA has been alive with artists, academicians, educators, students and visitors alike.

Today we are also meticulous technicians, imaginative storytellers, considerate caretakers and welcoming hosts.

Whether we are back of house or on the front desk, we are committed to the same belief; we are all here to share the enjoyment, and importance, of art.

**We are excited you want
to join our team.**

Job overview

Department

Content, Campaigns & Communications

Reports to

Head of Campaigns & Audiences

Contract Type

Permanent

Purpose of Role

In a newly formed team united by a co-ordinated approach to content creation and orchestrated messaging across all channels, the Communications Officer will play a crucial role in the delivery of campaigns and projects aimed at driving increased visitor and membership numbers. In a new streamlined approach, they will work effectively and efficiently across channels (marketing, website, social media, press), whilst bringing and developing specialist skills in the areas of email marketing and campaign marketing; to drive revenue, reach and engagement with audiences

Key Objectives

Work flexibly across the Communications, Campaigns & Content team to support the delivery of exceptional, audience focused campaigns which will increase engagement, loyalty and conversion.

Provide specialist email marketing support by creating and delivering outstanding email newsletters, automated campaigns

and communications using our ESP (currently Wordfly) and CRM (Tessitura)

Contribute directly to marketing campaigns across owned and paid channels through planning, design, delivery and campaign reporting. Manage small and medium sized marketing campaigns such as for events, the Young Artists' Summer Show, or the Summer Exhibition Call for Entries campaigns – among others

Key Responsibilities

CRM & email marketing

Together with the Channel Manager and CCC colleagues, manage the successful running of the comms calendar, ensuring content is delivered and published on time

Write and design emails tailored towards multiple different audience segments using our email marketing platform (ESP - currently Wordfly)

Act as an ESP super-user, advising on email marketing best practice for users across the organisation, supporting on more complex user queries, and helping to maintain and develop triggered campaigns.

Work with the Channel Manager to proof and QA the newsletter communications of high priority groups such as Patrons, Donors, Corporate Members, RAs.

Stay up to date with the latest email

marketing trends across the arts sector and beyond. Represent the RA at email marketing/CRM sector meet ups.

Manage regular data pulls using our CRM system, Tessitura, to ensure accurate customer data is used in our email marketing and paid social campaigns.

Audience Development & Campaign Support

Manage small and medium sized marketing campaigns such as for events, the Young Artists' Summer Show, or the Summer Exhibition Call for Entries campaigns – among others.

Support on the delivery and monitoring of larger-scale campaigns, such as Retail marketing.

Work with the Head of Audiences & Campaigns and the Marketing Manager to create campaign plans, key messages, and brief both internal design teams and external media agencies on the projects you own.

Support in the delivery of audience development strategies; identifying key groups and building relationships and partnerships to grow and diversify RA audiences

Support marketing photography shoots as needed: briefing and supervising photographers, managing photography consent forms, collating and sharing resulting assets and captions

Keep up to date on peer/competitor pricing and activity across the sector, sharing insights back to the wider team

Campaign and performance reporting

Contribute to marketing campaign reporting by aggregating agreed analytics and writing associated narratives to understand audiences and track campaign success

Pull together email marketing reports on agreed KPIs, using data drawn from multiple sources (ESP, GA4, CRM). Draft associated narratives to explain performance to senior stakeholders

Person Specification

Experience delivering effective marketing activity across different channels including developing copy and content for email newsletters, paid social and other digital marketing

Experience in using data and understanding audience segments to inform campaign planning

A good team-player: able to collaborate with colleagues and confidently work independently

Flexible approach to work: ability to work reliably to tight deadlines but also to flex / prioritise a varied workload

Significant experience using ESP

Job overview continued

platforms (Wordfly desirable but not required) and knowledge of email marketing best practice

Experience with CRM systems (e.g Tessitura)

Basic working knowledge of GDPR, PECR and other email marketing legal requirements

Experience with Meta Creative Hub, Business Manager, and Google grant (desirable)

Excellent command of English, written and oral communication skills

Able to build and maintain strong relationships and manage a range of internal and external stakeholders and work collaboratively and productively within a team

Able to effectively prioritise and organise a broad range of tasks

Excellent attention to detail

Role Requirements

Some out of hours work to attend events etc. will be required, as well as some evenings and weekends

How to apply

To apply for this role, please follow the link below and submit your CV and Application form via the RA careers portal.

<https://royalacademyarts.current-vacancies.com/Careers/RA-vacancy-search-page-3191>

We are committed to being a truly inclusive place and welcome applicants from all backgrounds, regardless of age, disability, race, religion or belief, sex, sexual orientation, gender, gender identity or expression, marital and civil partnership, or pregnancy.

Need support?

Here are some of the things we can do to help:

— If you would like us to talk you through the role or anything in this pack to make it clearer for you, please contact us and we can arrange to do that with you (and please do the same if you have any questions)

— If you are selected for interview, we can arrange to do the first-round interview online should you be unable to make it on site. (We usually do second round interviews in person for all candidates so that they can get a feel for the journey, the building, and the workplace)

— We can send interview questions in advance so that you have the opportunity to prepare

— We can schedule interviews for quiet times at the academy so that you don't have to navigate a busy building

On site at the RA

— We have two entrances - Burlington House (via the courtyard on Piccadilly) and also one the other side of the building on Burlington Gardens. You can enter via either of them (we may let you know the easiest but either are fine)

— All areas are accessible via lift

— We have quiet areas where you can sit and prepare for your interview

— There are two cafés and plenty of toilet facilities

— We have a welcome team who are happy to answer questions and give you directions if needed

If there is anything else that would be helpful for you, please do ask

Contact us

Should you have any questions about the role or wish to discuss your candidacy further, please contact us at

recruitment@royalacademy.org.uk

**Royal
Academy
of Arts**