

Membership Engagement Manager

Role profile

About us

We're RCOT, the Royal College of Occupational Therapists. We've championed the profession and the people behind it for over 90 years; and today, we are thriving with over 36,000 members. Then and now, we're here to help achieve life-changing breakthroughs for our members, for the people they support and for society as a whole.

We have a vision, that people everywhere value the life-changing power of occupational therapy. To achieve this we have a new organisational structure which positions us so that we can grasp the opportunities for occupational therapy and for us as a membership body.

What we do and how we do it

We live and breathe our values. They describe what matters to us. They show how everyone here at RCOT acts and makes decisions as individuals and as one team. And they drive us in our approach to achieving our vision and purpose.

Our values	
We Impact	We make meaningful differences with all our work. We prioritise work that achieves our shared purpose and strategy. We go above and beyond for the people who need us.
We Challenge	We find new and better ways to make things happen. We are brave and bold in our ideas and actions. We challenge ourselves, each other and the status quo.
We Elevate	We lift up and support others to be and do their best. We are accessible and collaborative. We are united and move forward together, even if we sometimes disagree.
We Respect	We value each other and celebrate our differences. We are approachable, genuine and trustworthy. We listen to others and believe everyone's views should be heard.

Brand and Marketing Directorate

It's an exciting time to join RCOT and the Brand and Marketing team. We're working to transform awareness of occupational therapy across the UK, making sure it's understood, respected and valued and that the vital contributions our members make to a healthier society are recognised and celebrated.

You will be an important part of the Marketing Services team who own and champion our brand and lead a business partnering approach to create and deliver data-driven marketing and communications strategies to support us to achieve our vision. You will play a key role in bringing new members in and retaining them over time.

The purpose of your role

As the Membership Engagement Manager, you will be responsible for contributing to the RCOT strategy and vision through your direct interaction with our members and will play a key part in our membership growth – both acquisition and retention. You will optimise our channels to interact, listen, learn, and understand our membership, while also developing innovative approaches to maximise reach and impact. Your analysis of learnings will provide data driven insights into our members' needs, membership trends and future

possibilities. Through engagement with those working within the occupational therapy profession, you will help RCOT gain insight into what members value, need and want from their membership and will feed these insights into relevant teams and workstreams across the organisation.

Your main responsibilities	What you bring to the role
<p>Operational delivery</p> <ul style="list-style-type: none"> Responsible for developing a member engagement strategy and turning this into detailed integrated plans with clear targeting, success measures, data capture and analysis and audience segmentations. Develop, implement and continuously improve targeted member journeys to enhance engagement, drive membership growth and improve retention rates. Manage an efficient membership renewals campaign with clear plans to meet agreed targets. Manage the end-to-end onboarding experience for new members, ensuring a seamless and welcoming introduction to the RCOT community and benefits. To strategically respond to our membership to facilitate collection and interpretation of member and non-member intelligence. Responsible for optimising mechanisms and channels to gather valuable insights into the membership experience and offer. Host membership webinars and deliver in person presentations to groups of occupational therapists and learners. Attend industry exhibitions to present our membership offer. Identify and work with a wide range of groups of members (including non-members) to help secure the delivery of positive member outcomes. Management of the member engagement support role. Collate, analyse and disseminate member feedback to other parts of the organisation. Use your understanding of the membership offer e.g. member journey and touchpoints and member benefits to capture, understand and confidently present the member value proposition. Link membership engagement activities and outputs to member growth and member 	<ul style="list-style-type: none"> High emotional intelligence with the ability to maintain strong stakeholder relationships. Great interpersonal skills, with a professional demeanour that generates trust and confidence of a wide range of audiences. A drive for continuous improvement and development. Ability to handle conflict/keep calm under pressure. Ability to respond and work at pace. Strong organisational skills. Strong analytics skills, with the ability to translate data into meaningful insight and apply learnings. Excellent copywriting skills across a range of media and for different audiences. Sound experience in the membership sector. An understanding of occupational therapy is an advantage. Demonstrated management experience in similar environments. A solutions-driven and practical ability to create or adapt strategies to suit the situation. Proven project management skills and the ability to manage complex projects with multiple stakeholders from start to finish. Highly developed written and verbal communication skills including presentation and report-writing skills. Ability to work as part of a team and to collaborate effectively to provide matrix leadership and thought leadership. Confident and proficient in using digital technologies to work collaboratively and productively in a hybrid working model, championing and promoting new ways of working. Experience of MS Teams, MS Dynamics and Dotdigital would be an advantage. Highly developed and confident interpersonal skills, with the ability to influence colleagues at all levels and provide advice and guidance to

retention.

- Use appropriate data insights to add value to membership engagement activities.
- Be cognisant of GDPR issues in relation to member engagement activities.
- Build relationships with members and see identified projects through to conclusion.
- Confidently communicate and work with a wide range of professional audiences.
- Gather member insights into our priority areas i.e. students, new graduates.
- Work with directorates and teams across the organisation e.g. Brand and Marketing to communicate insight gathering opportunities and create campaigns and materials to promote membership benefits, the Annual Conference team to identify themes and speakers, the Practice and Innovation team to share insights from member engagement activities.
- Work with the Data team to deliver data informed reports and analysis to inform the work of the organisation.

Values, culture and management

- Live our values in all that you do; celebrate it when colleagues live our values and raise it, respectfully, when they don't.
- Lead and empower your team to deliver impact for our members and colleagues.
- Have regular conversations about objectives, wellbeing and performance (data, impact and outcomes).
- Coach colleagues to take ownership of their career development, offering support and guidance as needed.

senior leaders.

- An enthusiasm to live and model the RCOT values across all areas of work.
- A demonstrable passion for embedding environmental sustainability principles across all areas of work.
- High levels of self-motivation, enthusiasm and passion for the professional field you represent.
- A demonstrable passion for including equity, diversity and belonging principles across all areas of work.

A bit more about the role:

- **You'll report to** Head of Marketing Services
- **Your contract** will be permanent
- **You'll work** 35 hours per week
- **You'll be based at** London Bridge headquarters (Hybrid working)
- **You'll be paid** circa £52k per annum

Your main relationships will be with:

- Head of Marketing Services
- Brand and Marketing Directorate
- Data team
- Communities team
- Professional Advisory Service team
- RCOT members and prospective members
- RCOT volunteers (e.g. Learner Ambassadors)

What we will offer you

- **25 days paid holiday per year** rising to 28 in the leave year following completion of five years' service.
- **Christmas closure** – we're closed over the Christmas period. Additional time will be given to all employees to cover any working days during this period.
- **Pension scheme** – RCOT operates a contributory pension scheme, you are eligible to join this scheme from your date of commencement. Contributions are made on a salary exchange basis and are 6% of gross salary from the employee and 9% from the employer.
- **Life cover** – four times annual salary.
- Free eyesight testing.
- Free **Employee Assistance Programme**.
- **Flexibility** through a hybrid working model which offers a blend of home and office-based working.

Equity, Diversity & Belonging

As a membership organisation, a professional body, and an employer, RCOT is committed to leading innovative change to promote equity and social justice and build a sense of belonging for all our staff, members, and the populations we serve. Our ambition is to have a diverse workforce that is representative of the communities we serve. We don't only embrace diversity, we celebrate it, nurture it and support our staff in realising their true potential. We are passionate about creating an environment free from discrimination and harassment where people can be their authentic self and recognise that each of us is unique. Therefore, our definition of diversity goes beyond those defined in equality legislation and we will afford the same standards and principles to those with lived experiences.

We welcome applicants from all backgrounds and are keen to see applications from people with lived experience of disability or long-term health conditions, from minoritised ethnic and LGBTQI+ communities.