

Membership Marketing Officer

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.

Our team plays a central role in building a thriving, engaged membership community. We're focused on growing our membership and empowering members to be strong advocates for the profession and for the people who use health and social care services. Through strategic brand development, compelling storytelling, and high-impact campaigns, we aim to elevate the voice of occupational therapy and support our members in driving positive change.

The purpose of your role

This is an exciting opportunity for a proactive and detail-oriented **Membership Marketing Officer** to contribute to RCOT's ambition for a thriving and engaged member community. Reporting to the Membership Marketing Manager, you will support the delivery of strategies that drive member acquisition, retention and engagement. Your role will focus on implementing membership initiatives and communications, enhancing the member experience and ensuring our member offer remains relevant and valued. Working collaboratively across teams and with external partners, you will help deliver projects that contribute to income growth and strengthen RCOT's relationship with its members.

Your main responsibilities	What you bring to the role
Operational delivery • Work with the Membership Marketing Manager to implement data-informed member acquisition campaigns and activities to support delivery of the membership growth strategy. • Develop, implement and continuously improve targeted member journeys to enhance engagement, drive membership growth and improve retention rates. • Support annual membership renewals campaign with clear plans to meet agreed targets, working collaboratively across teams to ensure seamless delivery. • Attend industry exhibitions to present our membership offer. • Produce a range of creative content in a variety of digital and print formats internally and through external suppliers, following RCOT's visual and verbal brand guidelines and core business plans. • Produce and implement marketing and communications plans to support projects and campaigns spanning events, education and research, professional practice and membership communications, capturing objectives, key audiences, measures, activity and content. • Write, edit, co-ordinate and produce content in a variety of formats across various channels, including the website, social media, print and online marketing materials. • Check and proof content for own projects and materials produced across the organisation by other teams, taking ownership of quality assurance processes for all brand outputs. • Evaluate the success of specific campaigns based on agreed targets and measures, sharing findings with colleagues to measure impact, and to others working in communications and marketing for future improvement. • Work within communications and marketing processes to ensure the highest quality of	• Degree level education or equivalent level of work experience. • Marketing or communications qualification. • Experience in a similar marketing or communications role. • Experience in the membership sector is desirable. • Experience of producing marketing and communications materials following brand and tone of voice guidelines, including copywriting, editing, proofreading and working with designers. • Experience of 'business partner' working with teams across a complex organisation to drive the launch and promotion of new projects, publications and campaigns that support membership growth. • Proven experience of brand guardianship and working as a proactive brand champion across an organisation. • Experience of managing the production of a broad range of content for large projects in a variety of formats, including marketing collateral, publications, blogs, social media content, videos, podcasts etc. • Ability to work independently, as well as part of a small but busy team. • Driven and proactive attitude to work, willingness to learn and ability to take ownership. • IT skills, including Microsoft Office packages, some familiarity with Adobe Creative Suite, and the ability to produce all own documents and reports. • Confident and proficient in using digital technologies to work collaboratively and productively in a hybrid model. Experience of MS Teams, MS Dynamics, Dotdigital and content management systems would be an advantage.

Your main responsibilities	What you bring to the role
outputs, collaborating with colleagues and proactively identify areas for improvement. • Contribute to the development of long-term marketing plans by identifying new opportunities and trends in digital media. • Ensure compliance with relevant legislation (such as GDPR), regulations and codes of conduct. • Keep up to date with marketing and communications best practice and implement new learning in their work. Values and culture • Live our values in all that you do; celebrate it when colleagues live our values and raise it, respectfully, when they don't. • Engage in regular conversations with your manager about objectives, wellbeing and performance (data, impact and outcomes). • Take personal ownership of your career development, seeking support and guidance as needed.	• Ability to travel and work away from home when required. • Experience of working in the health or social care sector. • Experience of managing market research projects to inform future marketing activity. • High level of attention to detail and excellent proofreading skills. • 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** the Membership Marketing Manager
- **Your contract** will be permanent
- **You'll work** 35 hours a week
- **You'll be based at:** London Bridge headquarters (hybrid working)
- **You'll be paid:** Circa £36k per annum

Your main relationships will be with:

- Membership Marketing Manager
- Membership Marketing team
- Profile and Campaigns team
- Data and Insights team
- Digital Channels team
- Brand and Creative Lead
- EDB Lead
- Commercial team
- Events team
- Editorial and Design team

What we will offer you

- **25 days paid holiday per year**, rising to 28 in the leave year after you've completed 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** – We operate a contributory pension scheme, you are eligible to join this scheme from your start date. 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 your 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.
- **Supportive networks and inclusive team** - we have several colleague networks to support colleagues and provide a space for discussion and reflection, as well as promote allyship.

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 LGBTQIA+ communities.