

Social Media Lead 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 to 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.

Practice, Innovation and Advocacy Directorate

The **Practice, Innovation and Advocacy Directorate** at RCOT ensures we, and the profession, have a strong voice and international presence.

We work with members, external stakeholders and partners to strengthen the evidence base that demonstrates the impact of occupational therapy. We champion a culture of research and service innovation and drive forward and support pre-registration education pathways to build a resilient and sustainable workforce.

We support and promote the development of all occupational therapy practitioners – especially those from historically marginalised and under-represented communities – to be where they want to be, at each stage of their career.

The purpose of your role

As the Social Media Lead, you will lead RCOT's social media activity. You will combine an eye for inspiring, engaging content with the strategic insight needed to grow reach, engagement and influence across our priority audiences.

You will be responsible for day-to-day management, content delivery and community engagement across established and emerging channels – including LinkedIn, Facebook, Instagram and TikTok.

You will ensure all content is creative, high-quality and aligned to strategic priorities, strengthening our reputation and supporting our advocacy and campaigns objectives, as well as membership growth and engagement.

Working closely with colleagues, you will play a key role in amplifying our voice and influence, ensuring social media supports wider organisational priorities and positioning.

You will also lead our approach to reputation management on social media, establishing clear frameworks and processes to monitor, respond to and proactively manage issues and opportunities in a timely way.

The role combines strategic leadership with hands-on delivery, adapting to organisational needs and resourcing over time.

Your main responsibilities	What you bring to the role
<p>Operational delivery</p> <ul style="list-style-type: none"> Develop and implement social media plans and content pipelines, ensuring activity is well planned, prioritised and aligned to strategic objectives. Define and evolve channel and audience approaches, ensuring content and activity are tailored, targeted and effective across platforms. Source, create and develop high-quality social media content across key channels, ensuring content is innovative, maximises engagement and integrates with all marketing and communications activities, particularly profile raising, influencing and engagement campaigns. Lead the delivery of social media activity, ensuring objectives, KPIs and service standards are met. Ensure our social media accounts are responsive and give RCOT an active voice in national conversations, reacting to inquiries and comments and taking advantage of trends and arising opportunities, including direct engagement and oversight as appropriate. Monitor and evaluate the success of social media, using analytics to optimise performance of future activity and communicating results and making 	<ul style="list-style-type: none"> Extensive experience in managing multiple social media accounts in a complex organisation. Experience of using social media to support policy, influencing and advocacy objectives. Educated to degree level, ideally in marketing, communications or PR, or with equivalent professional experience. Strong understanding of social media channels, audience trends, content formats and performance measurement, with the ability to adapt approaches across platforms. Experience of managing reputational risk on social media, including real-time response, monitoring and horizon scanning. Excellent copywriting and content development skills, with a strong eye for storytelling and the ability to identify opportunities to support campaigns and business priorities, creating compelling multi-format content (copy, video, photography and user-generated content). Strong written and verbal communication skills, including presentation and report writing, with experience of creating content that drives engagement. Ability to influence and work effectively with a range of internal and external stakeholders.

<p>recommendations to senior leaders and internal clients as appropriate.</p> <ul style="list-style-type: none"> • Maintain a strong understanding of social media trends, algorithms and emerging practices, identifying opportunities for innovation and improved performance. • Use social media to support RCOT's influencing and advocacy priorities, amplifying key messages and helping to shape external perception and policy conversations. • Lead and continuously develop our framework for managing reputational risk on social media, including regular monitoring, out-of-hours response processes and horizon scanning, working with senior leaders to proactively manage issues. • Maintain and continuously develop social media policies, standards and operating procedures, ensuring clear governance, consistency and alignment with RCOT's brand, voice and advocacy priorities. • Enable and support colleagues and members to deliver effective, integrated social media activity, building capability across RCOT and its membership to create content and communications that align with our brand, amplify key messages and help raise the profile and impact of occupational therapy. • Champion accessibility and inclusion by design across RCOT. • Requires resilience and adaptability to deliver outcomes through change and competing priorities. This includes remaining professional, staying calm under pressure, prioritising effectively, adapting plans quickly, learning from feedback, and escalating risks early. 	<ul style="list-style-type: none"> • Ability to collaborate across teams and contribute to joined-up delivery of campaigns and activity. • Ability to turn plans into effective delivery and manage priorities across competing demands. • High level of attention to detail and excellent proofreading skills. • Confident in using digital tools to collaborate effectively in a hybrid environment and support new ways of working. • Work collaboratively and communicate clearly, demonstrating our values and ways of working.
<p>Values, culture and leadership</p> <ul style="list-style-type: none"> • Live our values in all that you do; celebrate it when colleagues live our values and raise it, respectfully, when they don't . • Manage and empower your team to deliver impact for our members and colleagues. • Have regular conversations about objectives, wellbeing and performance (data, impact and outcomes). 	

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| <ul style="list-style-type: none"> • Coach colleagues to take ownership of their career development, offering support and guidance as needed. | |
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A bit more about the role

- **You'll report to:** Head of Profile and Campaigns
- **Your contract will be:** Permanent full time
- **You'll work:** 35 hours a week
- **You'll be based at:** London Bridge but is a hybrid role, working flexibly between home and other environments
- **You'll be paid:** circa £58k

What we will offer you

- **Holiday entitlement** – 25 days
- **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 **Health and wellbeing app**.
- **Flexibility** through a hybrid working model, which offers a blend of home and office-based working, with a minimum of one office days a week.
- **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.

Your main relationship will be with:

- Head of Profile and Campaigns
- Head of Policy and Public Affairs
- Advocacy and Communications team
- Membership Marketing team

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.