

Social Media Officer

Role profile

About us

The Royal College of Occupational Therapists (RCOT) is the UK's professional membership body for occupational therapy. We lead, uphold and advance excellence within the profession through research, the development and delivery of evidence-based standards and guidance, the provision of professional development, and the accreditation and enhancement of education. We champion and advocate for the professional standing of occupational therapists and position the profession to have maximum impact in improving people's health, wellbeing, participation through occupations, and quality of life now and for future generations.

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

In Practice, Innovation and Advocacy, our goal is to ensure that we, and the profession, have a strong voice nationally and an international presence. We work with members, external stakeholders, and partners to strengthen the evidence base that shows the impact of occupational therapy including through the development of guidelines, standards and other evidence-based resources. 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 in their career

The purpose of your role

As Social Media Officer, you will support the day-to-day delivery of RCOT's social media activity and create digital content for use across multiple platforms. You will help ensure our channels are active, responsive, accessible and consistent with RCOT's brand, campaigns and wider communications activity.

This is a hands-on operational role requiring strong social media writing, content production, scheduling and organisational skills. Working closely with the Social Media Lead and colleagues across RCOT, you will turn approved plans and information into accurate, engaging content, support paid social activity and help maintain a consistent and professional presence across our channels.

Your main responsibilities	What you bring to the role
• Write and proofread social media copy for all social media platforms, adapting content to each platform and maintaining RCOT's tone of voice. • Schedule and publish approved content using RCOT's social media management platform, ensuring posts are accurate, timely and correctly formatted. • Monitor relevant conversations across social media and identify emerging issues, opportunities, trends and sentiment relating to RCOT, occupational therapy and the wider health and care landscape, escalating insights where appropriate. • Proactively identify creative content opportunities, emerging social media trends and platform developments, contributing ideas to help grow reach, engagement and impact. • Support the Social Media Lead with planned campaigns and day-to-day social media activity. • Support the Social Media Lead to gather and develop authentic stories, case studies and user-generated content from members, volunteers, partners and colleagues for use across social media channels. • Contribute ideas for new content formats, audience engagement approaches and social media opportunities, using performance data, audience insights and platform trends to help improve results over time. • Create and adapt assets in Canva, including graphics, video subtitles and captions, and check content for accessibility. • Support the creation of content that showcases the impact of occupational therapy, drawing on member experiences, campaigns, events and organisational activity. • Repurpose and adapt content across multiple channels and formats, ensuring messaging is consistent while optimising content for different audiences, platforms and campaign objectives. • Set up and monitor paid social advertising on Meta and LinkedIn, following agreed campaign plans, budgets and targeting. • Create simple photo and video content using cameras, smartphones and basic editing tools. • Monitor comments and messages and respond appropriately in line with agreed standard operating procedures, maintaining accurate records where required. • Escalate sensitive, complex or potentially reputational issues to the Social Media Lead promptly and maintain the relevant register.	• Experience of working with social media platforms, ideally in a membership or charity organisation; applicants from other sectors are welcome. • Experience writing and proofreading social media copy, with strong attention to tone of voice and detail. • Practical experience scheduling and publishing content using a platform such as Sprout Social, Hootsuite, Buffer or similar. • Experience setting up paid social advertising on Meta and LinkedIn, or the ability and willingness to learn. • Proficiency with Canva or similar content-creation tools. • Confidence using a smartphone and/or camera to film simple, good-quality social media content. • Strong administrative and organisational skills, with the ability to manage multiple content items and deadlines. • Confidence monitoring social media and responding professionally, appropriately and consistently to comments and messages. • Good written and verbal communication skills and the ability to work collaboratively across an organisation. • Ability to follow established processes, maintain accurate records and recognise when an issue needs to be escalated. • Demonstrable creativity and curiosity, with an ability to identify social media trends, content opportunities and audience interests and translate them into engaging content. • An interest in social media, keeping up with trends, and understanding its role in raising awareness of occupational therapy, engaging members and reaching wider audiences. • Resilience and adaptability when managing competing priorities, responding to feedback and changing plans when needed. • You may be asked to provide a portfolio of graphics and video content you have created; including a link to an online portfolio in your application would be appreciated.

• Collate social media performance data and maintain accurate records to support monthly reporting. • Maintain organised content schedules, files, advertising information and other administrative records. • Work with colleagues to gather information, approvals and assets, and provide practical support for campaigns, events and organisational activity. • Ensure content is accurate, accessible, appropriately credited and compliant with permissions, confidentiality and relevant procedures. • Respond flexibly to changing priorities while following agreed processes and supporting a consistent, responsive presence across RCOT's channels.	
Values and culture • Live RCOT's values in your work, recognising and celebrating them in others and raising concerns respectfully when needed. • Engage in regular conversations with your manager about objectives, wellbeing and performance, including data, impact and outcomes. • Take personal ownership of your development, seeking support and guidance as needed.	

This role profile outlines the main responsibilities of the role but is not exhaustive. You may also be asked to take on other reasonable duties appropriate to the role.

Your main relationship will be with:

- Social Media Lead
- Head of External Affairs
- Advocacy and Communications team
- Membership Marketing team

You will report to: Social Media Lead

- **Your contract will be:** Fixed term, 12 months
- **You'll work:** 35 hours a week
- **You'll be based:** London Bridge, with hybrid working between home and the office
- **You'll be paid:** Circa £35k per annum

What we will offer you

- **Holiday entitlement** – 25 days per annum
- **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 day 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.

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.