Media Lead

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 the Media Lead, you will drive the national profile of RCOT and occupational therapy, securing high-impact media coverage that raises awareness, shapes debate and strengthens the profession's influence across the UK.

You will lead ambitious media and thought leadership activity that positions RCOT as the authoritative voice of occupational therapy and occupational therapists as trusted experts within public, professional and political debate. With an established network of media contacts and a strong news instinct, you will generate compelling stories, secure regular national coverage and develop a network of expert spokespeople that increases public understanding of the life-changing impact of occupational therapy.

Your main responsibilities	What you bring to the role
Media leadership	**Experience and knowledge**

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• Develop and implement a proactive media and communications plan that raises RCOT's profile and occupational therapy by securing regular high-profile coverage across national, broadcast, trade, regional and digital media. • Promote RCOT and the profession by positioning occupational therapy as central to the planned changes in the way health and care is delivered. • Consistently look for opportunities to tap into breaking news to promote the role of occupational therapy. • Create and execute media plans which align with organisational priorities, campaigns, consultations, policy positions and government announcements that support organisational objectives. • Work closely with policy and public affairs colleagues across England, Scotland, Wales and Northern Ireland to identify and maximise nation-specific media opportunities and support regional media engagement. **Media relationships and profile raising** • Develop, nurture and manage key relationships with journalists, editors, producers, broadcasters, influencers and other key stakeholders. • Position RCOT as the trusted source of expert commentary, insight and evidence on issues relating to occupational therapy, health, social care, prevention and participation. • Anticipate, create and manage opportunities for coverage across the full breadth of occupational therapy and RCOT's work. • Monitor the news agenda and proactively place RCOT experts, evidence and commentary into relevant media debates and emerging stories. • Collaborate with colleagues to ensure RCOT takes strong, evidence-based positions on key issues and develops compelling media narratives that demonstrate the value and impact of occupational therapy. **Thought leadership and spokesperson development** • Develop and deliver a thought leadership programme that positions RCOT and occupational therapists as trusted experts through commentary, opinion, insight and expert content. • Set the approach for RCOT's spokespeople and brief and prepare them for high-profile media engagements. • Identify and support opportunities for senior leaders, members and subject matter experts	• Educated to degree level in PR, journalism, communications or a related discipline, or equivalent professional experience preferable. • Significant experience in media relations, securing high-profile national, regional, broadcast and trade media coverage. • Proven track record of developing and delivering successful media plans and campaigns that raise profile, enhance reputation and achieve organisational objectives. • A solid understanding of the health and care landscape and in particular to the changes that are planned by the current Government • Demonstrable success in identifying, creating and securing proactive media opportunities through research, insight, data, expert commentary, case studies and thought leadership. • Established network of journalists, editors, producers and broadcasters across national, health, social care, policy and public affairs media, with a proven ability to build and maintain influential relationships. • Experience of advising and influencing senior leaders, identifying communications priorities, managing reputational risk and leading media activity from planning through to delivery and evaluation. • Experience of developing spokesperson networks, preparing experts and senior leaders for media engagement, and delivering effective responses to media enquiries and reputational issues. • Experience of creating and delivering media materials including press releases, statements, briefing notes, opinion pieces and press lines. • Experience within a membership body, professional association, charity, public sector or health-related organisation. • Good understanding of media law, copyright, reputation management and communications best practice. **Skills and abilities** • Excellent news judgement and a strong instinct for identifying and landing stories that support organisational priorities. • Outstanding written and verbal communication skills, with the ability to translate complex information into compelling and accessible content. • Excellent media pitching, influencing and relationship-management skills, with the ability to build credibility quickly with

Your main responsibilities	What you bring to the role
to contribute commentary, opinion pieces, broadcast interviews and public-facing content. • Develop media guidance, briefing materials and training for spokespeople in line with RCOT's spokesperson policy. **News generation and campaign support** • Direct and carry out desk research, freedom of information requests and market research to generate original, evidence-based and newsworthy stories. • Draft and circulate media materials including news releases, statements, key messages, quotations, briefing notes and press lines on often complex issues. • Develop organisational media messages, responses and plans aligned to communications and PR best practice. • Liaise with colleagues and occupational therapists to develop a bank of case-studies which illustrate the work and value of occupational therapy **Media management and reputation protection** • Deliver a fast and accurate response to media enquiries, including reasonable out-of-hours requests. • Work with the Associate Director of Advocacy and Communications to develop and implement crisis communication plans that protect and enhance RCOT's reputation. • Organise and manage media events, press conferences, interviews and photo opportunities where appropriate. • Provide media and reputational guidance and approval where high profile supporters and ambassadors are involved in media activity. **Evaluation and insight** • Measure the impact of media, PR, thought leadership and profile-raising activity against organisational objectives and use insight to inform future activity. • Manage and oversee media monitoring and horizon-scanning activity and provide regular intelligence and performance reports to senior colleagues. **Team leadership** • Contribute to the recruitment, induction and onboarding of a new Officer role. • Agree priorities with the Campaigns Project Manager so that media activity is integrated into campaign plans and the Officer's workload is balanced. **Values and culture**	journalists, senior leaders, members and external stakeholders. • Strong presentation, facilitation and media training skills. • Ability to build effective collaborative relationships across multidisciplinary teams and colleagues working across the four UK nations. • Ability to work independently, manage competing priorities and deliver high-quality outputs at pace. • Strong analytical skills, with the ability to evaluate media performance and use insight to improve future activity. **Personal attributes** • Highly motivated, creative and proactive, with a passion for raising the profile, influence and impact of occupational therapy and RCOT. • A confident relationship-builder, with the initiative and drive to create opportunities for engagement, influence and media coverage. • Resilient and calm under pressure, with the ability to respond effectively to emerging issues, competing priorities and tight deadlines. • Positive, collaborative and adaptable, with a willingness to contribute across the wider Brand and Marketing team and support colleagues across the four UK nations. • Committed to equity, diversity and belonging, and integrating environmental sustainability principles into all areas of work. • Demonstrable understanding of, and enthusiasm for, the role and impact of occupational therapy and the work of RCOT.

Your main responsibilities	What you bring to the role
• 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.	

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:

- Head of External Affairs
- Associate Director of Advocacy and Communication
- Policy and Public Affairs Leads
- Professional Advisors
- Social Media Lead

A bit more about the role

- **You will report to:** Head of External Affairs
- **Your contract will be:** This is a fixed-term role for six months to provide cover during a period of sickness absence. It offers an opportunity to make a significant impact on the profile and influence of occupational therapy at a pivotal time for the profession.
- **You'll work:** Full-time 35 hours per week
- **You'll be based:** London Bridge but is a hybrid role, working flexibly between home and other environments
- **You'll be paid:** Circa £52,000

What we will offer you

- Holiday entitlement – 12.5 for the duration of your contract
- **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.