

Director of Membership Engagement

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.

Membership Engagement Directorate

It's an exciting time to join **Membership Engagement** at RCOT. 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.

The Directorate plays a critical role as RCOT's in-house delivery agency, connecting our education, policy and public engagement content with key audiences including members, policymakers, higher education providers and the public.

The team is tasked with growing the engagement and affinity members feel towards RCOT, building a sense of community, amplifying member voices and experiences, and ensuring that the role of occupational therapy in changing lives is understood and valued by our diverse audiences.

You'll be joining a team of ambitious, creative and skilled professionals working together across brand, digital, marketing, planning, digital communities, CRM, member contact, content creation and shaping and data to create effective insight-driven campaigns to increase brand awareness, drive membership growth, increase income generation and ensure great member and customer experiences at every touchpoint.

The purpose of your role

In this director-level role, you will lead RCOT's work to transform awareness of occupational therapy so it is recognised, understood and respected across the UK, while deepening member engagement with this mission. Working with internal experts, you will build the profile of the profession and engage public and policy-influencing audiences through insight-led, creative and measurable approaches. Through your strategic and inspiring leadership, more people will see occupational therapy as their breakthrough moment.

Your main responsibilities	What you bring to the role
Delivering on the operational demands of the team - Develop insight-led marketing plans that build understanding and shift perceptions of occupational therapy, putting it higher up the health and social care agenda - Direct impactful marketing campaigns that resonate with target audiences, drive member growth, retention and engagement, championing the voice of the profession as much as possible, and building the RCOT brand - Oversee brand development, and effective use of our visual identity, tone of voice and style guide across RCOT's output - Develop our audience insights using qualitative and quantitative methods, and encourage effective data management through our CRM - Adopt a culture of 'test and learn' across your teams' work, using analytics to continually improve our approach to engaging audiences - Manage the member contact experience via the member support team and Freshdesk platform. - Manage commercial and income-generating opportunities from events and other agreed activity, delivering against an annual income target. - Inspire others to adopt innovative and creative approaches in their communications - Develop an effective model for creative service and content production on high priority communications across RCOT in collaboration with other directors - Lead strategic use of our data and CRM platform across RCOT - Support the take up of the RCOT digital communities offer - Ensure best-practice and cost-effective delivery for the Directorate. - Demonstrate resilience and adaptability by staying calm under pressure, prioritising effectively, learning from feedback and escalating risks early.	- Inspiring leadership style that lives our values - Strategic thinking, with evidence of shaping, motivating and managing delivery against a corporate and team strategy. - Expert knowledge of modern marketing strategy and tactics spanning both digital and traditional channels - Experience of using audience insight and market research to shape and continually improve marketing activities - Experience of brand development, brand strategy and implementation - Experience directing and creating digital and traditional content - Experience of sales, income generation and/or business development especially in the field of events - Understanding of how CRM supports communications, marketing and external affairs performance - Preferably, a knowledge of the health and social care sector - Strategic business planning and prioritisation - Confidence setting strategic direction and taking collective responsibility for business performance as part of the executive team - Experience developing and managing significant budgets - Ability to build strategic external partnerships - Ability to use data-led insight to inform decisions, products and process improvement - Confidence leading within a modern digital workplace, including using digital tools to work collaboratively and productively in a hybrid working model - 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

Your main responsibilities	What you bring to the role
Driving the values and objectives of the team - Regularly engages with the team to test alignment with RCOT's values and culture. - Takes timely action to keep the culture and values front and centre. - Sets a visible example to colleagues in behaviours, actions and solution finding perspectives. - Develops, monitors and adapts career pathways for colleagues in the team. - Coaches colleagues to do the same. - Takes proactive action to support team members needing additional attention or direction. - Ensures that well-being initiatives are being applied as appropriate.	- High levels of self-motivation, enthusiasm and passion for the professional field you represent - A demonstrable passion for including Equity, Diversity & Belonging principles across all areas of work - Work collaboratively and communicate clearly, demonstrating our values and ways of working

A bit more about the role

- You'll report to:** The Chief Executive Officer
- Your contract will be:** permanent
- You'll work:** Monday to Friday 9am to 5pm
- You'll be based at:** London Bridge within a hybrid working scheme, working flexibly between home and other environments
- You'll be paid:** circa £90,000 per annum

What we will offer you

- Holiday entitlement 26 days
- Christmas closure** – we're closed over the Christmas 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.
- Eyesight testing.**
- Health and wellbeing app.**
- Flexibility** through a hybrid working model, which offers a blend of home and office-based working, with a minimum of 1 to 2 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:

- All colleagues
 - Senior Leadership Team, Department Heads
- Members, policymakers, higher education providers, external partners and suppliers

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.