



Interim Head of Membership Engagement and Strategy

May 2025

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Welcome from the CEO, Steve Jamieson



I am delighted that you have expressed an interest in the Royal College of Speech and Language Therapists (RCSLT). We are a team of supportive, compassionate, and collaborative professionals committed to creating a society that is **inclusive** of all with communication and swallowing needs.

Having joined the RCSLT in March 2023 as the new CEO, I am thrilled to be leading the organisation through its next phase of growth. Through support from our members, colleagues and Board of Trustees, we are well into our exciting journey towards achieving our [strategic five-year plan 2022-2027](#) while ensuring that the RCSLT continues to be a **great place to work**.

Everyone who works at the RCSLT plays a key role in **delivering excellence to our members**. As the voice of speech and language therapists in England, Northern Ireland, Scotland and Wales, we are looking for highly motivated and talented people who are passionate about the work of the RCSLT and can align with our [Vision, Mission and Values](#).

We aim to be an employer of choice and a high performing organisation where people feel valued, heard, and supported to achieve their full potential. We want to make sure that all our employees have the resources and tools they need to enable them to thrive and deliver their best work.

More about the RCSLT

We are the Royal College of Speech and Language Therapists, a professional body for speech and language therapists in the United Kingdom (UK). We support and represent just under 22,000 members. We have offices in London, Belfast, Edinburgh, and Cardiff. We employ approximately 75 employees, primarily based in London with hybrid working arrangements and homeworkers.

Our vision: A society that is inclusive of all with communication and swallowing needs.

Our mission: is to enable better lives for people with communication and swallowing needs. How do we do this? By facilitating and promoting research, producing guidance, holding events, and influencing government. We promote better education and training for speech and language therapists and provide information to our members and the public about speech and language therapy.

How we work: [Our governance and leadership](#)

Our values:

- **Accountable** – we take responsibility for our actions and value constructive, kind and honest feedback.
- **Belonging** – we build a sense of belonging together by valuing equality, diversity and inclusion in all that we do.
- **Integrity** – we are honest, transparent, and trustworthy.
- **Professional** – we are competent, innovative, reliable and effective.
- **Compassion** – we create compassionate and supportive connections, working together as one team through successes and challenges.
- **Empowerment** – we are empowered to try new things and learn from mistakes, so we grow professionally and personally.

Equity, Diversity, and Belonging

We are proud to be an equal opportunities employer. We are committed to equity, diversity, belonging and creating better lives for all. As an organisation, we strive to build an inclusive working environment where opportunities are open to all, diversity is celebrated and valued, and everyone is treated with respect. We aim to embed EDB practices throughout our recruitment and selection procedures and welcome applications from candidates regardless of their age, disability, neurodiversity, religion or belief, gender identity, sexual orientation, ethnicity, or race. To learn more about our journey to becoming an anti-racist profession, please see:

- [Black Lives Matter statement](#)
- [Diversity, inclusion, and anti-racism: resources, guidance, and updates](#)
- [The anti-racism forum](#)

So, if you are excited by the work of the RCSLT and would like to know more about our current vacancy, please read through our recruitment pack below for more details. Should you require further information about other current vacancies at the RCSLT, please contact our **People Team** on hr@rcslt.org. We look forward to receiving your application.

Kind Regards,



Steve Jamieson MSC BSc (Hons) RN
Chief Executive Officer

The role:

Job title: Interim Head of Membership Engagement and Strategy

Reports to: Chief Executive

Hours: Full time, 35 hours per week (Monday to Friday)

Location: Office based (with hybrid working)

Contract type: Fixed Term Contract, 6 months

Key relationships: Communications and Engagement Team, Digital Team, Finance Team, Professional Development Team, RCSLT Scotland, RCSLT Wales, RCSLT Northern Ireland & Policy and Public Affairs Team.

Job purpose

The Royal College of Speech and Language Therapists (RCSLT) is looking for an experienced professional to review and transform our current membership and marketing functions. In this pivotal role, you'll shape and deliver a unified, efficient, and future-focused engagement strategy that reflects the evolving needs of our members.

You will lead and support a talented team, including the Enquiries Team and the Membership and Marketing Manager, ensuring we have the right structures, systems, and capacity in place to deliver outstanding service. Your leadership will enhance how we connect with members and customers—both online and offline—driving improved engagement, satisfaction, and retention.

If you're ready to make a lasting impact and build a high-performing, member-centric function, we'd love to hear from you.

Scope and accountability

This is a fixed-term role for 6 months, reporting to the Chief Executive, the post-holder will have direct line management responsibility for both the Professional Enquiries Manager and their team, as well as the Membership and Marketing Manager. They will work in close partnership with the Head of Digital Products and collaborate across multiple teams to ensure alignment and cohesion in all aspects of member engagement.

The role carries a wide scope of responsibility, including a comprehensive review of the current membership, enquiries and marketing functions, with a focus on identifying gaps, inefficiencies in processes, and opportunities for development on an operational level. The successful candidate will be responsible for recommending and implementing both immediate improvements and long-term structural changes. Central to the role will be the development of a cohesive member engagement strategy that reflects RCSLT's organisational priorities and evolving member needs. The post-holder will also ensure the effective coordination and integration of all member and customer touchpoints—online and offline—so that the organisation can offer a seamless, engaging, and value-driven member experience.

Responsibility for resources

The Head of Membership Engagement and Strategy is responsible for the following resources:

- Member survey and evaluation data
- Member value proposition
- Member records (financial and non-financial) within Salesforce
- Membership application and payment processing system (SmarterPay)
- Responsible for managing the various membership budgets within approved limits
- Clinical Excellence Networks, Hubs and online professional networks
- Member information and webpage access

What are the main responsibilities?

The Interim Head of Membership Engagement and Strategy will be responsible for, however not limited to the following:

Main responsibilities

- Audit existing membership and marketing processes, systems (including Salesforce), workflows, and team structures.
- Map all existing member interaction points (online and offline) and assess areas for improvement.

- Lead the development of a clear, data-driven membership and engagement strategy.
- Review and evaluate Member Value Proposition (MVP) and make recommendations for change based on KPIs for retention and recruitment.
- Define key goals and metrics for improved engagement, satisfaction, and retention.
- Recommend and support the implementation of digital tools and training initiatives to improve our processes on an operational level, empowering the team to support our members with greater confidence.
- Directly manage and support the Membership and Marketing Manager and Professional Enquiries Manager, providing coaching, direction, and oversight.
- Foster stronger alignment across teams involved in member engagement across RCSLT.
- Identify and resolve any operational gaps or duplication across teams.
- Act as a change agent, supporting cultural and operational transformation within the membership function.
- Deliver a structure and resourcing model proposal to establish a high-functioning team for the future.
- Provide clear, actionable reports and insights to senior leadership on member trends, feedback, and strategic opportunities.
- Monitor and report on key engagement KPIs including the Net Promotor Score and project milestones.
- Develop and collaborate with key stakeholders to design and refine the membership engagement strategy, ensuring alignment with the organisation's broader goals.
- Oversee the management of any significant issues or complaints from members, ensuring proactive resolution and communication.
- Ensure that all member data is handled in compliance with data protection regulations (e.g., GDPR) and in a way that fosters trust with members.
- Ensure that all finance processing is compliant with BACS rules.
- Oversee the budget for membership function, ensuring alignment with strategic priorities and delivering cost-effective solutions.

Confidentiality

The post holder must uphold the principles of confidentiality with member and organisational information.

What we need from you?

Knowledge and qualifications

- Degree or equivalent qualification in marketing, business management, communications, or a related field.
- Professional marketing or Customer Relationship Management (CRM) certification is desirable (e.g. Chartered Institute of Management, Salesforce certifications).
- Strong knowledge of Salesforce and membership CRM systems, including subscription processing, direct debits, and other payment systems.
- Awareness of trends and tools in digital member engagement and communications.
- Knowledge of data protection and GDPR regulations.
- knowledgeable about business analysis – with the ability to assess needs, define problems, and implement data-driven solutions.

Experience

Essential

- Proven track record of leading membership or engagement functions within a membership organisation.
- Demonstrable experience developing and delivering successful engagement or retention strategies.
- Experience improving customer experience through communications and customer member touch points.
- Experience leading multi-disciplinary teams and delivering organisational change projects.
- Hands-on experience using Salesforce to manage and optimise member journeys.

Personal qualities

- Commitment to the aims and values of the RCSLT.
- Commitment to equality and diversity in all aspects of the RCSLT's activities and service.
- Comfortable operating in complex environments with multiple stakeholders

and priorities.

- Self-motivated with a desire to learn and improve.
- Strong interpersonal /communication skills to support change.
- Detail-oriented with a focus on quality and outcomes.
- Ability to work independently and make decisions with confidence.
- Proactive and can-do attitude with the ability to use own initiative.
- Ability to work autonomously and as part of a team.
- Commitment to the aims and charitable objectives of the RCSLT and a passion for delivering the best possible service to RCSLT members.
- Commitment to equality and valuing diversity and understanding of how this applies to delivery of own area of work.

Other: Occasional travel within the UK if required.

Please note: We can only accept applications from those who have full working rights in the UK, we cannot offer sponsorship for this role.

What will you receive?

Salary range: £56,232 - £60,555 (London-based salary) + excellent benefits.

Probationary period: 3 months.

Generous annual leave entitlement: 33 days paid holiday (including bank holidays) which increases with service plus additional closure days between Christmas and New Year.

Pension scheme: Stakeholder pension contribution of 9% from the RCSLT.

Employee Assistance Programme: Access to a free, 24/7 completely confidential telephone helpline for all employees and their family members.

Life Assurance: Group life assurance scheme which pays out 4x salary in the event of death in service.

Other employee benefits include:

- Access to **training and development** opportunities
- **Flexible working/hybrid working** arrangements.
- **Season Ticket Loan** scheme.
- **Cycle to Work** scheme.
- **Family friendly** policies and procedures including enhanced maternity and paternity leave and pay.
- **Occupational Sick Pay** scheme
- **Eye care** voucher scheme
- Opportunity to become a member of our **affinity groups** and more!

How to apply:

Closing date for applications: 5pm, Friday 20th June 2025.

Please note, the role may close earlier than the stated deadline if we receive a high volume of applications.

Interview to be held virtually over Microsoft Teams during the week commencing 30th June 2025. Please note, there will be a task as part of the interview process as well as second round interviews.

Your application should consist of:

1. A full **CV** including the names and addresses of two referees (at least one should be from your current/most recent employer). Referees will not be approached until the final stages and not without your consent.

2. A **cover letter** of no more than 2 sides of A4 detailing why you are interested in joining RCSLT as the **Interim Head of Membership Engagement and Strategy** and how your skills and experience meet the essential criteria of the role. (Please note that for your application to be considered you need to submit both your CV and cover letter).
3. Completed applications should be submitted through our **online** recruitment portal Personio. **Note:** The successful candidate must have the right to work in the UK.

Should you wish to discuss the role in strict confidence, or for more details about the role and to apply, please visit our website, or contact the HR Team if you have any questions - hr@rcslt.org and cara.mcdonagh@rcslt.org

If you require clarification on any aspect of the application and recruitment process, please use the email address above and we will support you with this.

Our recruitment principles

We are committed to a fair, transparent, and inclusive recruitment process. All applications are handled with strict confidentiality to protect your privacy and encourage openness throughout the process.

Our commitment to Equity, Diversity, and Belonging (EDB)

The RCSLT is committed to fostering an inclusive and equitable workplace where everyone feels valued and a sense of belonging. We aim to embed equity, diversity, and belonging practices throughout our recruitment and selection procedures. We strive to ensure everyone is valued equally for their contribution, experience, knowledge, and skills. We welcome applications from candidates of all different backgrounds.

The Royal College of Speech and Language Therapists (RCSLT) is the professional body for speech and language therapists in the UK. As well as providing leadership and setting professional standards, the RCSLT facilitates and promotes research into the field of speech and language therapy, promotes better education and training of speech and language therapists, and provides its members and the public with information about speech and language therapy.

rcslt.org | info@rcslt.org | [@RCSLT](https://www.instagram.com/rcslt)

