



# **Communications and Engagement Officer (Social Media)**

June 2026

# Contents

<b>Welcome from the CEO, Steve Jamieson</b>	<b>3</b>
<b>The role:</b>	<b>5</b>
<b>What are the main responsibilities?</b>	<b>7</b>
<b>What we need from you?</b>	<b>8</b>
<b>What will you receive?</b>	<b>10</b>
<b>How to apply:</b>	<b>11</b>

## 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 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 making significant strides in delivering our [strategic five-year plan 2022-2027](#) while simultaneously architecting our vision for 2027-2030. We have just commenced our planning for our new strategic plan and undertaking a major consultation with our membership and stakeholders to establish our key priorities for the coming three years. Central to this journey is our unwavering commitment to remaining an **inclusive and 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 (SLT) 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 a professional body for SLT in the United Kingdom. We support and represent over 24,000 members. We have offices in London, Belfast, Edinburgh, and Cardiff. We employ approximately 70 employees, primarily based in London with hybrid working arrangements.

**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. We do this by facilitating and promoting research, producing guidance, holding events, and influencing government. We promote better education and training for SLT and provide information to our members and the public about speech and language therapy. This is 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 (EDB):** At the RCSLT, we believe a strong profession is an inclusive one. Our vision is to build a profession where every voice is valued, every identity respected, and every practitioner and staff member is empowered to thrive. Our values guide all our actions, and we are committed to fostering an environment that challenges inequality, champions diversity, and promotes inclusion at every level. We strive to build an inclusive working environment where opportunities are open to all, diversity is celebrated and valued, and everyone feels respected, empowered and safe. We are dedicated to embedding 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. The RCSLT's new vision and strategy sets out our priorities, including our aspirations for taking these forward as an organisation. We encourage you to explore [our EDB vision and strategy](#), [our comprehensive resources, guidance, and update](#), and [our anti-racism statement – reaffirming our vision and commitment](#).

If you are excited by the work of the RCSLT and would like to know more about our current vacancy, please read our recruitment pack below for more details. Should you require further information about other vacancies, please contact our HR/People Team on [hr@rcslt.org](mailto:hr@rcslt.org). We look forward to receiving your application.

Kind Regards,



**Chief Executive Officer, Steve Jamieson MSC BSc (Hons) RN**

## The role:

**Job title:** Communications and Engagement Officer (Social Media)

**Reports to:** Head of Content and Engagement

**Hours:** Full time (35 hours per week)

**Location:** London / hybrid – there is an expectation that a minimum of 2 days a week will be in the London office.

**Contract type:** 12 Months Fixed-Term Contract (Maternity Leave Cover).

**Key relationships:** Content Team, content owners across the organisation.

### Job purpose

As Communications and Engagement Officer (social media) you will be part of our Content and Engagement team and support the organisation in providing top-quality content, tailored resources and information to RCSLT members, the public and RCSLT staff, in print and online. You'll have hands-on responsibility for writing, designing, editing and publishing a wide variety of content in a way that inspires members, supports their professional needs and serves to progress the RCSLT's vision and mission.

You will take a lead on overseeing and managing our social media channels and creating engaging content for our audiences in line with our social media strategy. You will also be involved in writing, proofreading and copyediting content, updating our website and other digital channels, and managing content processes, workflows and administration. You'll work with staff, members and other stakeholders to ensure a streamlined and professional approach to developing the RCSLT's communications offer, making sure tone of voice, house style and brand guidelines are adhered to.

You'll develop your leadership skills by taking ownership of assigned communications and engagement projects, with the support of your manager, ensuring you utilise the breadth of communications channels available to reach members.

To succeed in this role, you'll need technical expertise, creative flair and a determination to get the details right, delivering high-quality content to meet your deadlines. You'll also need an improvement mindset, always on the lookout for new ways to present content and refine processes.

### **Scope and accountability**

You'll report to the RCSLT's Head of Content and Engagement and support the organisation to understand what members and the public need from our communication channels, delivering content, plans and workflows that meet those needs.

You'll work with colleagues across the organisation to develop engaging content across our social media channels as part of wider communications plans, ensuring our members are at the heart of everything we do. You'll champion editorial and digital best practice, and use data to guide communications decisions, social media and content development.

As part of the wider Engagement and Communications Team, you'll be responsible for delivering discrete communications projects and contributing to the organisation's communications and engagement strategy.

### **Responsibilities for resources**

The post holder is responsible for the following resources:

- RCSLT main social media accounts (E.g. Instagram, LinkedIn) with oversight of team-owned channels
- Social media monitoring and reporting

## What are the main responsibilities?

- Manage the day-to-day implementation of the organisation's social media strategy.
- Oversee the RCSLT corporate social media channels, developing engaging content in a variety of formats (graphics, videos etc.), ensuring they are in-line with our visual brand guidelines and style guide.
- Work with the wider communications and engagement team to develop ongoing content plans for our social media channels and ensure social media is utilised as part of our overall communication channel plan to reach members and stakeholders.
- Community management across corporate social media channels, responding to direct messages and comments and using your judgement to flag anything that may need wider discussion across the organisation or with leadership.
- Work with teams across the organisation who run specific team or project related channels, providing advice, guidance and training to ensure the channels are in-line with the overall strategy.
- Use analytics and community listening to report on social media performance and make improvements, and share trending topics amongst social media followers with staff.
- Lead on ad-hoc communications campaigns for the organisations, developing end-to-end communications plans and leading on developing resources and content to communicate key messages.
- Write, edit, produce and repurpose a wide variety of content, ensuring a joined-up approach to delivery, while coaching colleagues on editorial and digital best practice and adhering to house style and brand guidelines.
- Produce, develop and evaluate content across RCSLT print and online publications in support of strategic objectives.
- Support implementation and development of content workflows and processes.
- Provide advice and guidance on a range of content and channels to colleagues across the organisation to support them to deliver strategic objectives.
- Attend RCSLT and external events on an ad-hoc basis with responsibility for collecting assets (images, video etc.) and sharing content via social media and other channels.

- Identify and undertake learning and development opportunities to stay up to date with best practice relating to print and digital communications.
- Participate fully in the life and development of the RCSLT in accordance with RCSLT ethos, policies and practices.

## What we need from you?

### Person Specification

#### Knowledge and Qualifications

- Educated to degree level in communications/marketing OR experience of working in a communications/marketing role.
- Knowledge of print and online content best practice and an understanding of the latest trends in content development across multiple forms of media.
- Knowledge of design software (e.g. Canva, Photoshop, Premiere Pro).
- Knowledge of social media and web analytics tools to support insight led planning.
- Knowledge of accessibility principles and best practice in relation to website content. (desirable)
- Knowledge of content management systems such as WordPress, Trello and Campaign Master. (desirable)

#### Experience

- Significant experience working on communications and engagement projects and managing multiple communications channels.
- Significant experience managing and growing social media channels and audiences (including LinkedIn and Instagram) in a similar type of organisation.
- Experience working with colleagues and stakeholders to advise, shape and produce communications content to best effect.
- Significant copywriting and editing experience, including writing content for a range of formats, e.g. social media, websites, email newsletters, etc.
- Experience creating and editing engaging content in a range of media including graphics, audio and video.

- Experience applying analytical and creative thinking skills to online content production.
- Experience of implementing content processes and workflows.
- Communications experience in a charity, membership body or not-for-profit organisation (desirable).

### **Skills and Abilities**

- Excellent communication skills and the ability to work with a range of colleagues to produce high quality content.
- The ability to work under pressure and against deadlines.
- The ability to use digital tools to support content production and dissemination.
- An ability to troubleshoot and offer specialist advice on the best practice creation and publication of content across multiple channels.
- The ability to write and edit complex written information into material for different audiences and to a very high standard.
- The ability to plan and manage workflows and ensure the timely delivery of content.
- An aptitude to coach and train other team members with varying levels of digital literacy.

### **Personal Qualities**

- Strong attention to detail and ability to meet deadlines.
- Adaptability and flexibility to manage a busy workload and competing demands.
- Diplomacy and discretion in dealing with people and ideas, including sensitive information.
- Able to work well with others and collaborate to produce results.
- Self-motivated with a desire to learn and improve.
- A proactive, can-do attitude, with the ability to use own initiative.
- Committed to equality and diversity, with an understanding of how this applies to delivery of own area of work.
- Committed to the aims and charitable objectives of the RCSLT.
- Ability to travel occasionally throughout the UK as required.
- Ability to work autonomously and as part of a team.

**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:** You will receive £44,358 per annum (London-based salary) + excellent benefits.

**Probationary period:** 3 months.

**Generous annual leave entitlement:** 25 days paid holiday (plus 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:** 9am Monday 6 July 2026.

The interview will include a virtual Teams call and interviews will take place the week commencing Monday 13 July 2026.

### 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 **Communications and Engagement Officer (Social Media)** 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 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, please contact Mehreen Hussain ([mehreen.hussain@rcslt.org](mailto:mehreen.hussain@rcslt.org)).

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

