Campaigns Project Manager

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 and international presence. We work with members, external stakeholders and partners to strengthen the evidence base that shows the impact of occupational therapy, promoting the value of OT and work of our members. 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.

The purpose of your role

As **Campaigns Project Manager**, you will lead the day-to-day planning, coordination and delivery of RCOT's profile and advocacy campaigns, translating strategic priorities, evidence and policy positions into impactful activity that raises the profile of occupational therapy, strengthens RCOT's influence and supports advocacy objectives.

Working across RCOT and with external partners, you will coordinate integrated campaign activity that drives influence and impact. You will help ensure campaign plans are delivered effectively, on time and to a high standard, while monitoring performance, identifying opportunities for improvement and contributing to achieving campaign objectives.

Combining strong campaign management, stakeholder engagement and collaboration skills, you will play a key role in maintaining momentum, aligning activity and ensuring campaign objectives are translated into meaningful outcomes and measurable impact. You will use insight, evaluation and performance data to assess effectiveness, demonstrate value and inform continuous improvement.

Your main responsibilities	What you bring to the role
Campaign delivery and coordination • Lead the day-to-day planning, coordination and delivery of RCOT's profile and advocacy campaigns, ensuring activity is delivered to agreed objectives, timescales, budgets and success measures. • Translate campaign strategy, priorities and objectives into coordinated delivery plans and audience engagement approaches, working closely with project management colleagues to manage dependencies, monitor progress and ensure delivery to a high standard. • Bring together activity from across RCOT, including communications, policy, member engagement and influencing activity, into a cohesive and integrated programme of work. • Act as the central point of coordination for campaign delivery, ensuring colleagues, partners, agencies and suppliers are aligned and working effectively towards agreed objectives, budgets, timescales and success measures. • Lead the monitoring, evaluation and reporting of campaign performance and impact, developing meaningful measures of success and using insight, data and learning to optimise future activity, demonstrate value and inform decision-making. • Develop campaign measurement frameworks, success measures and reporting approaches that enable RCOT to evaluate reach, engagement, influence and impact. • Identify and help develop opportunities for campaigns to create additional value through partnerships, sponsorship, commercial collaboration and audience engagement activity, ensuring alignment with RCOT's strategic objectives and reputation. • Use audience insight, evidence and data to inform campaign planning, targeting, engagement approaches and performance optimisation. • Develop and maintain campaign processes, guidance and standard operating procedures (SOPs), promoting consistent and effective delivery across campaign activity. **Advocacy, profile raising and engagement** • Develop and deliver campaign activity that advances RCOT's advocacy priorities and	**Campaign delivery and impact** • Significant experience delivering high-profile campaigns, programmes or initiatives involving multiple stakeholders, workstreams and delivery partners. • Experience translating strategic objectives into coordinated plans and activity that deliver measurable outcomes and impact. • Strong campaign and project management skills, with experience leading complex campaign delivery, managing dependencies and driving progress across multiple workstreams and stakeholders. • Significant experience using insight, evaluation and performance data to measure success, demonstrate impact and inform future activity, including developing campaign metrics, reporting frameworks and evaluation approaches. • Experience evaluating advocacy, profile-raising or policy-influencing campaigns, including demonstrating contribution to changes in awareness, engagement, policy, practice or decision-making. • Experience developing processes, guidance or ways of working that support effective delivery. **Advocacy, profile raising and engagement** • Experience delivering profile-raising, advocacy, influencing or public engagement activity that supports organisational objectives. • Strong understanding of how campaigns can shape conversations, influence audiences and strengthen organisational profile and reputation. • Ability to translate complex policy, professional or evidence-based issues into compelling and accessible campaign narratives. • Experience identifying opportunities to engage stakeholders, influence decision-makers and build profile. **Communications and stakeholder engagement** • Excellent copywriting, storytelling and content development skills across a range of channels and audiences. • Experience developing engaging campaign content, messages and resources that drive awareness, engagement and action. • Strong relationship-building, influencing and communication skills, with the ability to work

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strengthens understanding of occupational therapy among key audiences. • Translate complex policy, practice and evidence-based issues into compelling campaign narratives, messaging and engagement opportunities. • Lead coordination across key teams, including policy, professional practice, communications and marketing colleagues, to ensure campaign activity supports influencing priorities and organisational objectives. • Develop and deliver campaign activity that strengthens RCOT's profile and positions the organisation as a trusted, influential and authoritative voice on issues affecting occupational therapy, health and social care. • Mobilise members around campaign priorities and opportunities for action, enabling them to contribute evidence, insight, stories and advocacy activity. • Take ownership of campaign delivery, ensuring objectives, milestones, budgets and success measures are achieved. **Content, communications and partnerships** • Develop and deliver campaign messaging, content and resources across a range of channels, formats and audiences. • Identify and develop compelling stories, evidence and opportunities that support campaign objectives and demonstrate impact. • Work with communications, media and social media colleagues to maximise the reach, engagement and influence of campaign activity. • Work with colleagues and external partners to maximise campaign reach, impact and opportunities for strategic or commercial collaboration. • Develop productive relationships with external organisations, partners and stakeholders to strengthen campaign reach, credibility and impact. • Ensure campaign communications are accessible, inclusive, audience-focused and aligned with RCOT's brand, voice and strategic priorities. **Values and culture** • Live our values in all that you do; celebrate it when colleagues live our values and raise it, respectfully, when they don't.	effectively with a range of internal and external stakeholders. • Experience managing external partners, suppliers or agencies and coordinating activity through others. • Commercial awareness and an understanding of how campaigns, partnerships and audience engagement can contribute to organisational growth, profile, influence and impact. • Experience bringing together diverse stakeholders around shared objectives and driving delivery through collaboration and influence rather than direct line management. **Personal effectiveness** • Highly organised, proactive and able to take ownership of complex areas of work. • Resilient and adaptable, with the ability to manage competing priorities and respond positively to changing circumstances. • Confident using digital tools and technologies to collaborate effectively in a hybrid working environment. • Commitment to accessibility, inclusion and continuous improvement.

Your main responsibilities	What you bring to the role
• 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.	

A bit more about the role

- **You'll report to**: Head of Policy and Campaigns
- **Your contract will be**: Permanent
- **You'll work**: 35 hours a week
- **You'll be based at**: London Bridge. This is a hybrid role, working flexibly between home and the office, with around two days a week in the office.
- **You'll be paid**: circa £48k

What we will offer you

- Holiday entitlement – 25 days
- **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 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:

- Head of Policy and Practice
- Associate Director Advocacy and Communications
- Policy and Public Affairs Leads
- PR and Media Lead
- Social media Lead
- Membership Marketing team
- Professional Advisers

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.