



Job Description and Person Specification

1. Job Details

- Job title: Content Administrator
- Department / Directorate: Membership & Communications
- Reporting to (job title): Marketing and Communications Manager
- Job Grade: Grade 2

2. Dimensions

- Budget responsibility: No direct budget responsibility; however, the postholder is required to work within allocated College and departmental agreed budgets, ensuring cost awareness and value for money when coordinating agency support and supplier costs where applicable.
- Number of direct/indirect reports: No direct line management responsibility; works collaboratively across the Marketing & Communications team and with internal stakeholders, clinicians, and external agencies.
- Size/scope of projects or services managed: Supports multi-channel content delivery across membership, education, exams, conferences, events, and wider College campaigns across digital and traditional platforms.
- Geographic coverage: global – supporting communications for a membership base of over 30,000 professionals across more than 100 countries.

3. Job Purpose

The Content Administrator plays a key role within the Marketing and Communications Team, developing, coordinating and delivering engaging content across all communication channels to support campaigns, events, stakeholder engagement and wider College objectives.

The role exists to strengthen the College's brand presence, improve audience engagement, and ensure high-quality storytelling across social media, website content, digital campaigns, the RCSEd App, internal communications and wider promotional activities.

The postholder will create written, visual and multimedia content, manage social media activity, support community engagement, monitor social listening, and ensure all content aligns with brand standards, strategic priorities and audience needs.

4. Key Accountabilities and Responsibilities

- Assist with maintaining the Content Playbook by helping organise content themes, messaging priorities and delivery plans across multiple platforms.
- Develop engaging content across social media, website, digital advertising, email campaigns and the RCSEd App by working with colleagues, volunteers and stakeholders to identify suitable stories and opportunities.
- Create high-quality content including copywriting, photography, basic video, graphics, podcasts and digital assets in line with brand guidelines, tone of voice and organisational values.
- Manage day-to-day social media content scheduling, publishing and updates using approved College systems and platforms.
- Support community management across social channels and online forums by responding appropriately, engaging with audiences and escalating issues where necessary.
- Carry out social listening and audience monitoring activities, helping to report trends, feedback and opportunities for improvement.
- Liaise with external creative agencies and suppliers where required, supporting delivery to agreed standards, deadlines and budgets.
- Support events and campaigns by attending internal and external activities to gather content or assist with live social media coverage.
- Maintain accurate records, support reporting on campaign outcomes and contribute to evaluation activity to help inform future improvements.
- Support the wider Marketing & Communications team with changing priorities, inbox monitoring and additional duties as required, including occasional out-of-hours work.

5. Impact of the Role

- Contributes to audience engagement, brand visibility and the successful promotion of College services, membership, education and events through the delivery of high-quality content across multiple channels.
- Works independently on routine content creation, scheduling and community management activities within agreed brand guidelines, processes and team priorities.
- Exercises judgement in responding to day-to-day communications and identifying when sensitive issues, reputational risks or complex matters should be escalated to senior colleagues, while strategic decisions and final approvals remain with the Marketing Manager and wider senior team.

6. Communication Requirements

- Regular communication with internal stakeholders across departments, senior leaders, clinician volunteers and external suppliers to gather information and deliver coordinated campaigns.
- Professional engagement with external audiences across social media, digital platforms and community management channels, often requiring tact, diplomacy and brand awareness.
- Ability to communicate clearly through strong written and verbal communication, influencing engagement and ensuring consistency of messaging across all platforms.

7. Innovation and Problem Solving

- Identifies new content opportunities, emerging digital trends and platform developments to improve engagement and campaign performance.
- Exercises judgement when managing online conversations, reputational risks and community engagement issues, escalating appropriately where required.
- Continuously improves processes, content workflows and campaign effectiveness through analysis, creativity and proactive problem-solving.¹

8. Knowledge, Skills & Experience

- Experience of creating content across multiple communication channels including websites, social media, digital advertising, direct marketing and mobile applications.
- Strong copywriting skills with the ability to create compelling, audience-focused written and visual content, supported by experience using systems such as Adobe Creative Cloud, Canva, Umbraco and Microsoft 365.
- Experience of campaign reporting, project planning, stakeholder engagement and working collaboratively across teams with a strong understanding of brand management and audience engagement.

9. Risk and Working Conditions

- Office-based role with hybrid/flexible working arrangements and occasional requirement to attend events, travel and work outside normal office hours.
- High levels of concentration required to manage deadlines, competing priorities and time-sensitive public communications.
- Responsibility for monitoring public-facing platforms where reputational risk management and prompt issue escalation are critical.

10. Organisation Chart

CEO > Director of Membership and Comms > Marketing Manager > Content Administrator

11. Person Specification

Qualifications

Criteria	Essential	Desirable
HND level or above in Advertising, Communications, Digital Marketing, Graphic Design, Journalism or related discipline (or equivalent experience)	Yes	
Postgraduate qualification in a related subject		Yes
Membership of a relevant professional body		Yes

Experience

Criteria	Essential	Desirable
Experience creating content across website, social media, digital advertising, direct marketing and apps	Yes	
Experience using content management systems and creative software such as Adobe Creative Cloud, Canva or similar platforms	Yes	
Experience creating visual and multimedia content including graphics, video and podcasts	Yes	
Experience of community management and social listening		Yes
Relevant experience within a similar membership, education, healthcare or professional body environment		Yes
Experience of project and/or event planning with practical project management knowledge		Yes
Experience of reporting outcomes and using data to improve performance		Yes

Skills & Knowledge

Criteria	Essential	Desirable
Strong written and verbal communication skills	Yes	
Ability to work accurately and effectively to tight deadlines	Yes	
Creativity and exceptional copywriting skills	Yes	
Confident using Microsoft 365 software		Yes
Confident using Adobe Creative Cloud, Umbraco, Canva and video editing software		
Strong organisational skills and ability to prioritise workloads independently	Yes	Yes

Behavioural Competencies

Competency	Description
Teamwork	Builds strong working relationships and collaborates effectively across teams and stakeholders.
Innovation	Generates new ideas, improves processes and embraces new ways of working.
Communication	Delivers clear, professional and audience-focused communication across all channels.
Customer Focus	Understands stakeholder needs and delivers high-quality service and engagement.
Professionalism	Demonstrates integrity, accountability and commitment to the College's values and standards.

11. Signature and Date

Prepared by: Director of Partnerships and Stakeholder Engagement

Date: April 2026

Approved by: Chief Executive Officer

Date: