

Digital Experience Manager

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 moved to an 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 RCOT and the Membership Engagement team. 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.

You will be an important part of the digital team and play an important role in our transformation. Working with the Head of Digital Channels, you'll take responsibility for delivering an insight-driven digital strategy to help achieve our membership growth, profile raising and influencing targets. You'll work collaboratively with colleagues to ensure our content, campaigns and communications are insight-led, tailored and integrated across multiple systems.

The purpose of your role

As **Digital Experience Manager**, you'll be responsible for shaping and delivering high-quality member and customer experiences across our digital channels. This is a hands-on role, combining strategic planning with active delivery and optimisation. You'll own key platforms, including our website, and lead our SEO and content approach—ensuring content is accessible, data-driven and optimised for engagement and conversion.

Working with a small team and colleagues across the organisation, you'll deliver aligned digital and content roadmaps that support wider campaigns and business goals.

Your main responsibilities	What you bring to the role
Operational delivery • Develop and own digital experience plans and roadmaps that support organisational strategy, continuously improving platforms, content and user journeys to drive engagement and conversion. • Create and deliver a digital content roadmap aligned to campaign priorities, customer needs and SEO opportunities—addressing user pain points, improving usability, accessibility and personalisation. • Own performance measurement: define KPIs, ensure appropriate tracking is in place (GA4/GTM), and translate data into actionable insight to continuously optimise journeys and outcomes. • Devise and implement plans to drive high-quality, relevant traffic, improving visibility through SEO and content optimisation. • Lead the organisation's approach to SEO and analytics, ensuring tools, tracking and reporting frameworks are fit for purpose and embedded into decision-making. • Oversee and actively manage the team planner—prioritising work, balancing capacity, and ensuring delivery pace aligns to objectives. • Line manage and support team members, ensuring delivery of high-quality, accessible and optimised digital content and effective use of digital systems. • Work with the Head of Digital Channels to improve operational efficiency, processes and ways of working. • Oversee a devolved publishing model, ensuring clear governance, QA processes, and best practice standards. • Identify and support digital capability development across the organisation. • Drive innovation, encouraging practical adoption of new tools, technologies and approaches (including AI where appropriate). • Champion accessibility and inclusive design across all digital outputs.	Experience and expertise • Proven experience in a digital, content or digital experience role, ideally within a membership, not-for-profit or service-led organisation. • Strong understanding of digital experience principles, including content strategy, user journeys, accessibility and conversion optimisation. • Hands-on experience of SEO and content optimisation, including use of SEO tools and applying best practice to improve visibility and engagement. • Experience using analytics platforms (e.g. GA4) and tag management tools (e.g. GTM) to ensure tracking is correctly implemented, maintained and used to inform decisions. • Ability to interpret data, generate insight and prioritise improvements based on performance and user behaviour. Delivery and ways of working • Comfortable operating both strategically and tactically - able to plan, prioritise and also deliver hands-on when required. • Strong project and workload management skills, with experience coordinating delivery across multiple priorities in a small-to-medium sized team. • Experience of working in a collaborative, business-partnering model to deliver campaigns or digital initiatives. • Good understanding of digital platforms and tools, with the ability to assess requirements and recommend practical solutions. People and leadership • Experience managing or mentoring others, supporting development and maintaining high standards of delivery. • Strong stakeholder management skills, with the ability to influence and build credibility across a range of audiences, including senior colleagues. Communication and mindset • Excellent written and verbal communication skills, with strong attention to detail. • A proactive, solutions-focused mindset with a continuous improvement approach.

Your main responsibilities	What you bring to the role
Values, culture and management • Live our values in all that you do; celebrate it when colleagues live our values and raise it, respectfully, when they don't • Manage and empower your team to deliver impact for our members and colleagues • Have regular conversations about objectives, wellbeing and performance (data, impact and outcomes) • Coach colleagues to take ownership of their career development, offering support and guidance as needed.	• Confident working in a hybrid, digitally enabled environment. Desirable • Experience within a membership body, professional association or health and social care environment. • Exposure to AI tools or emerging digital technologies.

Your main relationship will be with:

- Head of Digital Channels and Digital team
- CRM, PM and data colleagues
- Membership Marketing and Profile and Campaigns teams

A bit more about the role

- **You'll report to:** Head of Digital Channels
- **Your contract will be:** Permanent full time
- **You'll work:** 35 hours a week
- **You'll be based at:** London Bridge but is a hybrid role, working flexibly between home and other environments
- **You'll be paid:** circa £58,500

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.

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.