

JOB DESCRIPTION

Job title	Social Media Manager (Paid & Organic)
Directorate	Engagement Directorate
Reporting to	Head of Content, Brand and PR
Direct reports	None. Leads the social media function
Location	London. Hybrid role with a minimum of 2 days in the office
Contract type/duration	Permanent

Role purpose

The RSM is about to embark on a new strategy for the next five years, with members at its heart. Content plays a core role in delivering it: developing thought leadership and high-quality content that extends our position and reach across healthcare, while engaging and growing our membership and other income streams.

Social media plays a core role in delivering this ambition. We are looking for a highly analytical, creative, and commercially minded Social Media Manager to lead our paid and organic social activity and turn our channels into a genuine driver of brand awareness, audience growth and income.

This is a role for someone who understands that success is not measured by followers and likes alone, but by reaching and engaging the right audiences, in the right way on each platform, and by demonstrating the real impact this has on awareness, engagement and income. A sharp focus on platform performance and analytics is essential, alongside the confidence to develop, adapt and pivot quickly when one piece of content performs, and another does not.

The postholder will develop a social media content strategy, audit our channels to identify clear improvements, and plan, create, edit and optimise compelling content tailored to how each platform performs. Working closely with the Head of Content, Brand and PR, they will help shape a cohesive content strategy and ensure it is leveraged effectively across all of our channels to increase performance.

The postholder will work closely with the Marketing team to support event promotion and membership acquisition campaigns, ensuring social media activity drives measurable commercial outcomes alongside brand and content goals.

This is a practical, delivery focused role that will suit someone who can work at pace, adapt quickly and deliver real change, helping the RSM reach new audiences and the next generation of healthcare professionals, support the rollout of our refreshed brand, and grow a more engaged, diverse and valuable community.

Strategy and planning

- ☐ Develop a social media content strategy that supports the RSM's new five year strategy, and Engagement objectives.

- ❑ Audit our social media channels to benchmark current performance and outline clear, prioritised improvements.
- ❑ Set clear, meaningful measures of success that look beyond reach and follower numbers, focusing on engaging the right audiences and the impact this has on awareness, engagement and income.
- ❑ Work closely with the Head of Content, Brand and PR to develop and deliver a cohesive content strategy, leveraged effectively across all channels.
- ❑ Work with the Marketing team to align social media activity with event promotion and membership acquisition priorities, ensuring campaigns are planned, sequenced and optimised across paid and organic channels.

Content creation and delivery

- ❑ Plan, produce, edit and curate high quality, engaging content tailored to how each platform performs, including video, vox pops, podcasts, platform newsletters and digital assets.
- ❑ Create content calendars that align with market trends and audience interests, keeping activity timely, relevant and consistent.
- ❑ Work with key stakeholders across Marketing, Education and other teams to identify trends, opportunities and campaign priorities that can be leveraged as compelling content across channels.
- ❑ Use Canva (and similar tools) to design visual content that is consistent with our brand and suited to each platform, and edit content to a high standard.
- ❑ Ensure all content reflects the RSM brand and tone of voice, supporting the rollout of our refreshed brand.

Analytics, performance and optimisation

- ❑ Monitor, analyse and report on performance across all platforms, translating data into clear, actionable insight.
- ❑ Use platform analytics to understand what is and is not working, and pivot quickly to develop and scale the content that performs best.
- ❑ Demonstrate the impact of social media on awareness, engagement and income, rather than on volume alone.
- ❑ Apply knowledge of social analytics, SEO and paid advertising tools to improve discoverability and performance.
- ❑ Stay ahead of platform changes, trends and best practice, ensuring the RSM's approach remains innovative and effective.

Audience growth and engagement

- ❑ Grow and engage the right audiences for the RSM, including new audiences and the next generation of healthcare professionals.

- ☐ Use audience segmentation and insight to refine targeting and deepen engagement across platforms.
- ☐ Build and nurture community, monitoring and responding to comments and flagging any issues to the relevant teams.
- ☐ Support membership acquisition by growing and engaging audiences of prospective members, working with the Marketing team to target and convert the right people at the right stage of their journey.
- ☐ Support the wider RSM community of members with best practice across their own channels, proactively identifying opportunities for synergy and growth.

Paid social and income generation

- ☐ Plan, deliver and optimise paid social campaigns that maximise reach, engagement and conversion, while managing budgets efficiently.
- ☐ Ensure paid and organic activity work together to support income generation in a way that is relevant to each platform and how it performs.
- ☐ Track return on investment and continually refine campaigns to improve value, performance and results.

Skills

Essential

- ☐ Proven experience managing paid and organic social media, ideally for a brand, membership or healthcare organisation, including supporting event promotion and audience acquisition campaigns.
- ☐ A highly analytical, data driven approach, with strong expertise in metrics and performance across all major social platforms.
- ☐ The ability to translate data and insight into action that improves engagement, audience quality and income, not just reach and follower numbers.
- ☐ A track record of using platform analytics to optimise content, including the confidence to pivot quickly when something performs and something else does not.
- ☐ Strong content creation, editing and copywriting skills, with the ability to craft compelling content suited to each platform.
- ☐ Experience developing social media content strategies and content calendars aligned to audience and market trends.
- ☐ Hands on experience designing visual content in Canva (or a similar tool), and producing and editing video and digital assets.
- ☐ A solid understanding of how different platforms perform and what content works on each, including LinkedIn, Instagram, Facebook, X (Twitter), YouTube and emerging platforms.
- ☐ Experience planning and optimising paid social campaigns and managing budgets to deliver return on investment.

- ☐ Familiarity with social media analytics tools, SEO and paid advertising platforms.
- ☐ The ability to work at pace, adapt quickly and deliver real change effectively.
- ☐ A collaborative approach, able to work closely with content, brand, PR, marketing and external stakeholders.

Desirable

- ☐ Experience working in a charity, membership or healthcare organisation.
- ☐ Experience producing vox pops and podcasts.
- ☐ Experience supporting a brand refresh or rollout.
- ☐ A genuine interest in reaching new audiences and the next generation of healthcare professionals.
- ☐ Understanding of accessibility and inclusive content principles.