



Job description

Marketing Executive (Membership, Marketing & Communications)

Departments: Membership, Marketing & Communications

Reports to: Marketing & Communications Manager

Key Internal Relationships: College staff
Trustees
Council members
College members

Key External Relationships: Other sector bodies
Optometry practices
Video and production suppliers
Print and design agencies
Reference groups

Purpose of the Role

The College of Optometrists is the membership organisation and qualifying body for optometrists in the UK. This role supports the College's marketing and communications, with a focus on social media growth and engagement, copy writing and digital content creation.

The postholder will help develop and deliver engaging, well-written social media content, support video production and editing, and create on-brand visual assets. They will work collaboratively with colleagues, members, and external stakeholders to showcase the work of the College and the profession.

Main Responsibilities

- **Social media content and campaigns**

Support and deliver day-to-day activity across the College's social media platforms, including copywriting, content creation, scheduling and publishing. Be adaptable to supporting the exploration and testing of emerging platforms and formats as part of the College's future social media strategy.

- Deliver the copywriting and tone of voice for social media posts
- Plan, develop and manage the delivery of standalone social media campaigns and mini-series within agreed plans
- Respond to comments, DMs and tagged mentions in a timely, professional tone
- Monitor performance for KPI's using Sprout Social and report on outcomes, including reach and engagement rates, to inform future work.

- **Multimedia content creation**

Capture and edit multimedia content, including video, photography and graphics, for use across social media, the website, and wider digital communications. Ensure all outputs meet accessibility best practice (e.g., captions, image descriptions, colour contrast) and are consistent with the College's brand.

- Confidently capture high-quality short-form video using mobile devices, applying best practice in framing, lighting, audio and editing for social platforms.
- **Graphic design**
Produce digital assets using Adobe Creative Cloud tools, including Photoshop and InDesign. This includes visuals for campaigns, infographics, event materials, and image treatments for digital use.
- **Video production**
Assist with video shoots, including:
 - Pre-production: Planning, scheduling, briefing contributors and liaising with locations
 - Production: On-site support during filming across various UK locations
 - Post-production: Editing and finalising content for publishing
- **Stakeholder liaison and logistics**
Coordinate with members, practices, universities and suppliers to gather content, sharing compelling member and patient stories that support member engagement, recruitment, and public awareness campaigns.
- **UK travel and content gathering**
Travel to optometry practices, events and universities across the UK to conduct interviews, capture footage, and support College projects. Some overnight stays may be required.
- **Administration and compliance**
 - Maintain accurate digital asset management systems, ensuring files are stored, tagged and archived correctly
 - Keep organised production files and project folders for easy team access
 - Create production briefs and documentation social media processes and guidelines
 - Ensure all activity complies with GDPR and data protection requirements
 - Support record-keeping, including invoice processing and budget tracking
 - Track and report on social media metrics such as engagement, reach, and follower growth
- **Additional tasks**
 - Contribute to content calendars and campaign planning sessions
 - Track social trends and identify opportunities for timely, engaging content
 - Alongside the Marketing Team, act as a brand guardian, ensuring all content reflects College tone and identity
 - Undertake any other duties as reasonably required to support the wider aims of the team
 - Carrying out from time to time and as directed, any other duties as required in addition to the above that will be both reasonable and within your capabilities.
 - Ensuring that at all times you take care of your health and safety and that of others by complying with health and safety obligations, particularly by reporting promptly any defects, risks or potential hazards.
 - Act in accordance with the College values.

PERSON SPECIFICATION

Experience

Essential:

- Demonstrable experience managing and creating content for organisational social media channels
- Strong copywriting and editing skills for digital and social media, with proven examples of audience engagement
- Basic photography and composition skills
- Experience producing and editing video content using Adobe Premiere Pro
- Experience creating visual assets using Adobe Photoshop, InDesign, and/or Canva
- Experience applying brand tone-of-voice and visual identity guidelines
- Experience collaborating with colleagues and external partners at different levels

Desirable:

- Experience working in a membership organisation, healthcare, education or public interest sector
- Experience supporting video/photo shoots, including logistics and planning
- Experience creating production briefs and/or user guides
- Experience using Sprout Social or similar scheduling/analytics tools

Education / Qualifications

Essential: Qualifications in Maths and English or equivalent experience

Desirable: Educated to degree level, or with equivalent relevant experience in marketing, communications, media production or a related field.

Skills and Knowledge

Essential:

- Strong understanding of key social platforms (Instagram, X/Twitter, LinkedIn, Facebook, TikTok)
- Proficient in Adobe Creative Cloud, including: Premiere Pro (video editing), Photoshop (image editing/design), InDesign (layout and document production)
- Ability to plan, deliver and evaluate social media campaigns, using performance metrics to optimise future activity
- Strong organisational skills and ability to prioritise, manage multiple projects and meet deadlines
- Comfortable working with others and independently, within agreed plans and guidelines
- Ability to capture and edit high-quality video content using mobile devices for fast turnaround social content
- Awareness of emerging digital marketing and social media trends

Desirable:

- Knowledge of accessible content design
- Understanding of content strategy and engagement principles

Personal Attributes

- Well-organised, with strong attention to detail and the ability to keep projects on track
- Flexible and adaptable, with a positive approach to changing priorities
- Confident working independently and taking ownership of tasks
- Collaborative, with the ability to adapt communication and working style to different people and situations
- Proactive in identifying and solving problems

- Able to prioritise and manage multiple projects and deadlines

Additional Information

Typical working hours at the College are 9 am to 5 pm (7 hours excluding lunch) working five days a week. We operate a flexible working window from 8am to 6 pm where you can vary your start and end time (working a 7 hours day) and have other flexible working opportunities available.

This post is based at our London office (42 Craven Street, London, WC2N 5NG). A hybrid working pattern is in place and you will be expected to work a minimum of three days in the office or on location.

The post will involve occasional UK travel.

Equal Opportunities and Inclusion

The College is committed to providing equal opportunities in employment and to avoiding unlawful discrimination. We value the differences that a diverse workforce brings to the organisation.

Our values

