



THE ROYAL COLLEGE OF NURSING OF THE UNITED KINGDOM

JOB DESCRIPTION FORM

Job Title: Content Design Manager

Department: Communications

Reports to: Head of Member Communications

Key relationships:

Strategic communications and campaigns teams
Country and regional communications teams
RCN Institute leads
Product team
Development team
RCN Fellows convenors (member-facing)

Hours: 35 hours per week

(Required to work flexibly to meet the requirements of the job. Occasional travel within the UK with occasional overnight stays and extended days required to fulfil the duties of the post)

Grade: E

Location: London HQ with hybrid working

JOB PURPOSE

The Content Design Manager is responsible for leading the development of RCN bulk email, text and website channels to promote the RCN's work and engage its members and wider internal and external stakeholders, including website content development and content strategy, email strategy and CRM integration.

KEY RESPONSIBILITIES

1. Specific role responsibilities

- Lead the strategic development and delivery of RCN bulk email, text and website channels.
- Work with the Head of Member Communications to develop digital communications strategies and plans in line with organisational priorities, including collaborating with campaigns teams to develop content and communications to allow members and public supporters to take action.
- Work with the Head of Member Communications to lead the strategic direction of the Digital Content Design team in alignment with the Communications department operational plan, and the organisation's strategic priorities.
- Use Agile processes including workshopping to identify strategic problems and solutions.
- Build relationships and work jointly with region and country communications managers, RCN Institute leads, Product and Development colleagues to develop digital journeys.
- Act as a sub-editor and consultant on digital content, ensuring readability, accessibility and optimisation.
- Develop the RCN website by leading and implementing the website strategy, including identifying user journeys, in close conjunction with the Digital Content Design team, content owners and approvers, and the Product and Development teams.
- Oversee the development and provision of training programmes on digital platform and content for devolved content owners. Ensure training materials and ongoing support to content owners and approvers.
- Embed reporting and testing into all projects and work to drive continuous improvement.
- Maximise opportunities to improve communications with members and others afforded by the CRM as it relates to our website, emails and texts.
- Develop the RCN's email approach and implement an email strategy, ensuring growth in engagement with and improvements to our emails.
- Oversee the development and provision of email training, training materials and ongoing support to email editors and approvers.

- Across all activities, analyse and evaluate data (e.g. Google analytics) to inform future developments, recommendations and decision making.
- Identify and apply best and emerging practice in
 - digital development
 - website content design and best practice, including accessibility
 - content strategy
 - email design and best practice
- Provide support and training to RCN staff on using digital communications and other communications activities.
- Keep abreast of health policy and developments in opinion-forming organisations.

2. Projects

- Lead on content development projects for the website, including the redesign of parts of the website deemed strategically important to comms.
- Work closely with the IT department to support the communications delivery of digital developments.

3. Management responsibilities

- Manage the Digital Content Design team, setting and communicating team and individual performance standards, and setting and agreeing objectives which align to RCN strategic and operational objectives; and ensuring that team members deliver against their standards and objectives.
- Develop and progress equity, diversity and inclusion activity within the team.
- Be responsible for managing team members, supporting, motivating and developing team members, through continuing conversations, 4Q reviews: identifying learning and development needs and ensuring that they are met.
- Ensure the team is adequately resourced to deliver its objectives, leading on the recruitment and onboarding of new staff in line with RCN's policies.
- Ensure team members comply with health and safety rules and requirements, and complete relevant health and safety compliance training.
- Proactively manage and support the health and wellbeing of people they manage in line with the Supporting wellbeing and attendance policy, and

other relevant policies.

- Play a key role in the Communications department senior management team by contributing to department-wide strategy and planning.

4. Financial responsibilities

- Work collaboratively with the department lead and Finance to deliver the RCN financial goals, contributing to the planning of the annual budget.
- Develop and implement risk control tools relevant to the delivery of programmes of work.
- Support the monitoring of team budgets, providing forecasts to the Business & Administration Manager when required.
- Comply with the RCN Financial regulations and related policies, to safeguard the assets of the RCN.

5. Additional responsibilities

- Champion equity, diversity, inclusion and human rights and be responsible for contributing to achieving the commitments set out in the RCN Group equality, diversity and inclusion statement.
- Treat colleagues, members, customers and others with respect in line with our values and Our Respect Charter.
- Maximise all opportunities available to:
 - encourage member recruitment and promote the benefits of joining the RCN
 - promote the RCN as the organisation that represents nurses and nursing, and that promotes excellent in practice and shapes health policies
- Support member ballot and industrial action activities when required.
- Comply with the RCN Data Protection Policy, Retention Schedule and department procedures to ensure personal data is always protected.
- Undertake any other duties as requested in line with the job role.

Job description updated by: Jo Lewin, Content Design Manager
November 2025