



Royal College
of Midwives



The UK's only professional association and trade union dedicated to midwifery
An exciting new opportunity to join Team RCM MIDIRS:

Post:	Digital Content and Marketing Officer
Contract:	Part time (21 hours/week); permanent
Location:	Based at the RCM MIDIRS Office in Bristol, and with opportunity to work from home. Travel to RCM offices in the UK is required occasionally.
Salary:	Starting at £18,255 (£30,425 for full time) per year and rising each year to a maximum of £20,398 (£33,997 for full time) per year.

The Royal College of Midwives (RCM) is with midwives, student midwives, maternity support workers and maternity care assistants, day to day, throughout their careers.

This is an exciting opportunity for someone with experience working in digital communications and marketing to join the [MIDIRS](#) team within the RCM. **MIDIRS** (Midwives Information & Resource Service) provides evidence-based resources to support maternity health care professionals, students, and allied health professionals in their professional and academic development.

As our **Digital Content and Marketing Officer**, your role will be key to communicating our MIDIRS products and services to our members in the midwifery profession and maternity services. You will build relationships and work closely alongside a wide range of internal and external stakeholders. Your responsibilities will include:

- To enrich and promote the MIDIRS website, increasing brand awareness.
- Creating copy for other digital channels to grow engagement and subscriptions of the RCM MIDIRS key products and services.
- Monitor and report on general and campaign specific user engagement, for example, website traffic.

This position is ideally suited to someone who is creative, proactive and resourceful.





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Your RCM **reward package** includes (plus lots more!):

- 29 days annual leave per year (pro rata for part time) + bank holidays (pro rata for part time) + office closure between the public holidays at the end of the year
- Flexible working opportunity
- Professional development opportunities tailored to support your career aspirations with your own personal development budget.
- Corporate discounts including discounted gym membership
- Enhanced family leave and an attractive employer supported pension scheme

The RCM is an equal opportunities employer. We welcome and encourage applications from all sections of the community. All disabled applicants meeting the criteria will be invited to interview.

To apply, please complete an application and equality monitoring form (optional), and send it to HR@rcm.org.uk.

Closing date: Wednesday 2 April 2025

In person interview & assessment date in Bristol: Tuesday 8 April 2025

