



Job Description

Section 1 - Description

Job Title: Membership Manager

Location: Royal College of Physicians of Edinburgh (RCPE), 11 Queen Street, Edinburgh

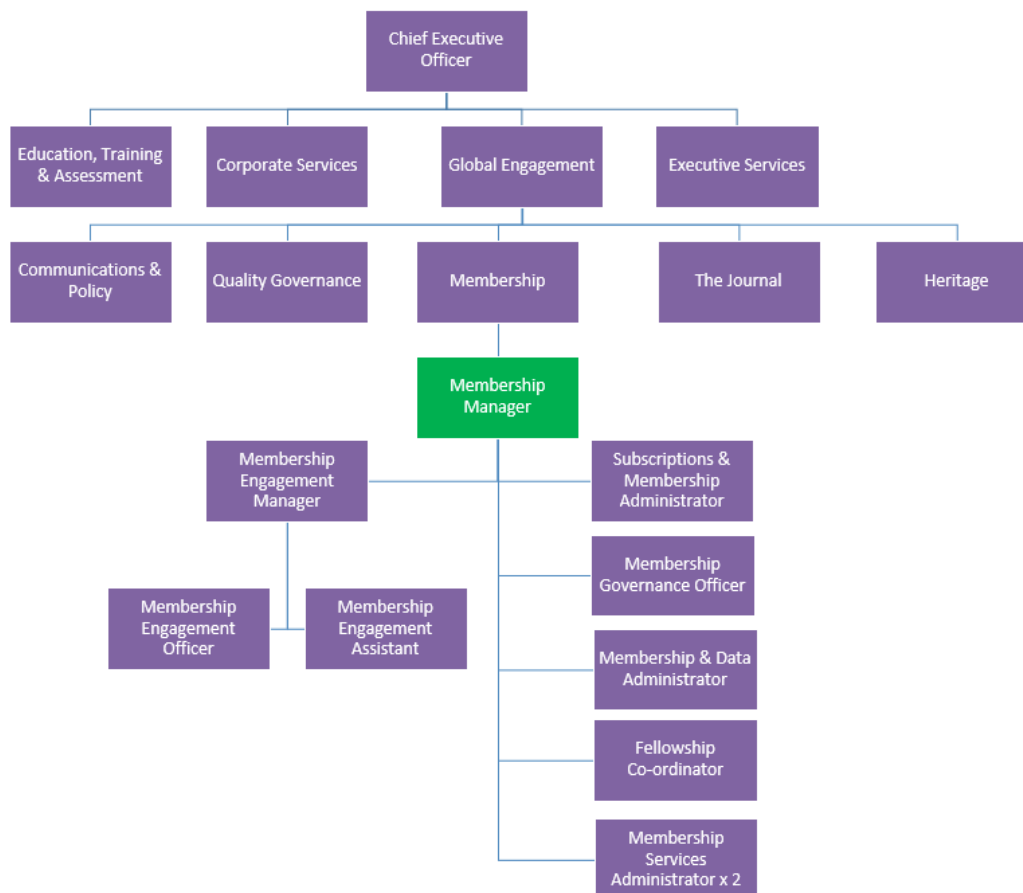
Reports to: Director of Global Engagement

Date: May 2024

Section 2 – Job Purpose

To manage the College membership function, providing the highest level of customer service to existing Members and Fellows, and to grow the College community by increasing Membership and Fellowship, promoting the value and benefits of belonging to physicians and their teams, both in the UK and internationally.

Section 3 – Organisation Chart



Section 4 – Dimensions

- Increase Membership and Fellowship recruitment and retention (currently 14,500 with 93% retention rate) to meet agreed targets
- Manage seven staff
- Role holder's team responsible for income generation of £2m+
- Lead the implementation of a new Customer Relationship Management (CRM) system
- Product owner for our membership value proposition
- Lead organisation of general meetings (2 -3 annually) and New Fellows ceremonies and dinners (2 annually)

Section 5 - Main Responsibilities

Recruitment and Retention

- Ensure ongoing relevance and impact of the Membership/Fellowship offer to current and future physicians and their teams.
- Build upon our active Membership and Fellowship and ensure membership recruitment and retention targets are met.
- Lead the implementation of a new CRM system to support member recruitment and retention.
- Initiate and manage the provision of information, advice and training to College staff on the use of the CRM system.
- Act as line manager for the Membership Services Team, delivering subscriptions, data and Membership and Fellowship activities.
- Attend and contribute to meetings of relevant short life working groups and committees such as the Fellowship Strategy Group, and lead on actioning decisions from those meetings.
- Lead on actions relating to subscription fees agreed at Council or committees.
- Lead responsibility for the delivery of the New Fellows Ceremony and Dinners (2 per year), including Office Bearer liaison and troubleshooting.

Engagement and Outreach

- Act as line manager with a strategic overview of the Membership Engagement Manager, who has operational responsibility for a number of workstreams in this area (including the Recently Appointed Consultants' Committee, Trainees and Members' Committee, Equality, Diversity and Inclusivity Group, Senior Fellows Club, Chiron and Munro medals, Associate Regional Advisers).
- Manage and grow the College's UK and international Regional Advisor Network.
- Work with the Membership Engagement Manager to deliver an engagement strategy to improve the profile and position of the College as the College of Choice for Physicians and related specialties.
- Attend and network at internal and external events, and seek opportunities to present to appropriate audiences.
- Provide guidance and advice to the College's Office Bearer Remote and Rural Lead and Speciality and Associate Specialist Doctors Lead, including the development of business and strategic plans for these workstreams.
- Increase cross-College engagement and liaison relating to international workstreams.
- Manage all external society contracts to ensure best practice and all responsibilities are fulfilled.

Development

- Work with the Director of Global Engagement to advance the College's development and engagement strategy.
- Build relationships with prospects, donors, staff, volunteers and other constituents to cultivate donor support.

Membership Data and Reporting

- Develop management reports for key governance groups to ensure high quality decision making.

- Ensure a cross-College approach to collecting, understanding and using membership data.
- Champion the value of membership through engaging with all departments to ensure opportunities to retain, convert and recruit Members and Fellows are maximised.
- Represent the department at a range of internal and external committees.
- Implement best practice in adherence to data protection laws.
- Work with colleagues across the department regarding the data collected in the annual Physicians' Census run by the Federation on behalf of the College.

General Meetings and Electoral Services

- Lead the delivery of the College's Annual Meetings, including any extraordinary meetings.
- Oversee the recruitment and on boarding process for all Associate and Regional Advisors.
- Lead the recruitment process for all Office Bearer roles connected to the Global Engagement department.
- Build a depository of Office Bearer recruitment and appointment information.

Section 6 – Planning and Organising

- Ensure work is self-directed and at the same time deliver outputs as required by the Director of Global Engagement, Council, relevant Committees and associated Office Bearers.
- Develop and implement operational plans to deliver the aims, objectives and priorities related to membership within the corporate strategy.
- Be extremely organised to manage priorities, and adept at forward-planning.

Section 7 – Decision Making

- Take operational decisions without recourse to the Director, within agreed limits.
- Promoting the profile of the College nationally and internationally.
- Influencing market development choices and ensuring direction of department activities.
- Strategic and operational leadership of the Membership Team; including line management of the Membership Engagement Manager and Membership Services staff.
- Recruitment of new/replacement staff.
- Developing quotes for work delivered on behalf of external clients.
- Seek to evaluate and improve processes to ensure the team uses technology to best effect in order to deliver greater value to members.

Section 8 – Internal and External Relationships

Internal

- CEO and SMT
- Membership Team
- Internal groups or committees
- Office Bearers and College staff
- Members and Fellows
- Regional Advisors/Associate Regional Advisors

External

- NHS Trusts and Boards
- Specialist Societies
- Medical Schools/Student Bodies/Postgraduate Deaneries
- Federation of Royal Colleges of Physicians of the UK
- Academy of Medical Royal Colleges – Membership Group
- BMA/GMC

Section 9 – Person Specification: Knowledge, Experience and Skills Required

Essential

- Degree level qualification in Management, Communications, International Relations, Sales and Marketing, or equivalent experience.
- Demonstrable experience in managing people and teams and working across multidisciplinary groups.
- A proven track record of delivering positive results in a membership environment.
- An experienced and advanced user of Customer Relationship Management systems.
- Experience of development and delivery of strategic and operational plans.
- Experience in supporting committees/project teams to deliver strategic and operational goals.
- Experience in the management of a high volume and internationally focused customer service operation.
- Demonstrable experience of managing resources and budgets.
- Strong leadership, presentation and communication skills.
- Self-aware and self-confident with a genuine capacity for personal development.
- High degree of skill in cultivating long-term relationships and strategic partnerships.
- Ability to spot opportunities and to take initiative to transform ideas into action.
- Be a strong team player that can operate both quickly and with a flexible and inclusive approach.

Desirable

- Experience of the selection and subsequent launch of a CRM system in an organisation.
- Experience of significant income generation and/or philanthropic giving would be beneficial.
- Experience of event organisation/ceremonial occasions.
- Knowledge of the health sector in the UK and internationally.

Section 10 – Job Context and Special Features

The Membership Team is a dynamic division of the Royal College of Physicians of Edinburgh, responsible for driving Membership Engagement activities, and providing Membership Services to both internal and external stakeholders. The department is external facing and committed to supporting the College's vision to be the College of Choice for Physicians and related specialties internationally. Some travel and occasional overnight stays across the UK may be required.

This job description will be updated and amended from time to time in accordance with the requirements of the job and the changing needs of the College.