

Role profile

Role title	BMA member development manager
Department and directorate	People and corporate development directorate
Grade	Grade 5
Reports to (job title)	Head of member development and inclusion
Direct reports (job titles)	Corporate development support officer x2

Job Overview–purpose of the role

Describe as concisely as possible the overall purpose of the job and what success looks like. Please limit this to a maximum of four or five sentences

Day to day management of the BMA's member development offer for members, elected members and activists to ensure that they have the support needed to carry out their medico-political roles and responsibilities. Responsible for the implementation of the BMA's elected member and activist learning and development strategy and the development of new development opportunities across different topics and modalities as identified. Responsible for managing the BMA external collaborations with learning providers for the wider BMA L&D offer for members.

Duties and Responsibilities

What are the core duties/responsibilities required to be performed in the role. (e.g., to provide a full range of administrative support services to the department including x,y,z)

Please provide a bullet point list

- Responsible for delivery of a programme of L&D for BMA members including, BMA e-learning modules and BMA webinars. This may in the form of collaborations with external learning providers.
- Responsible for the elected member and activist learning and development offer across the BMA including areas of:
 - Medico-political training and development (leadership programme, mentoring programme, chair and deputy chair training, online training and development)
 - BMA committee culture initiatives
- Act as a central collation point for all elected member and activist learning and development across the BMA (regions and nations) to ensure consistency and quality of trainings and prevent duplication.
- Responsible for establishing gaps in the elected member and activist learning and development offer and the delivery of new services to meet those unmet needs. Ensure that members have the support and training they need to deliver their BMA roles to the best of their abilities.
- Work in conjunction with Head of member development and inclusion to deliver an annual programme of work to meet current and anticipated future needs of internal and external customers across the association. Delivery of strategies and roadmaps for our member development products.
- Responsible for the advertising of the elected member and activists learning and development offer.
- Working collaboratively with colleagues across the association especially those involved in committees,

and elected members and activists, to identify needs and deliver solutions.

- Build and strengthen relationships with external training providers and stakeholders, as well as counterparts in other organisations such as the GMC and Royal Colleges.
- Monitoring and evaluation of learning and development programmes to ensure continual improvement.
- Accountable for concept development and the production of support materials on training and development for elected members and activists.
- Contribute to the development of newsletters or other communications with members.
- Provide support to director of corporate development and all other CD remits as required.
- Contribute to the development and delivery of the directorate's business plan, performance indicators and risk management plan.
- Any other duties as reasonably directed

Skill (level and breadth of application)

What relevant experience is necessary to undertake this role? What specialist, technical or professional qualifications are required to be able to perform the job?

How far does the role extend out across the organisation, eg confined to own team, involves co-ordination with another department or requires regular negotiation with many other parts of the organisation. Why is this necessary? Describe the range of issues that are involved in this, eg resolving people's IT problems, collecting information on key research items or advising members on a particular issue.

- In-depth knowledge and experience in the learning and development field including of different modalities and technologies.
- Experience of managing multiple projects or products – multiple delivery modes, content/subjects, identifying future needs. Working knowledge of L&D authoring programmes such as Elucidat would be helpful.
- Experience of working in a membership organisation with committed member and activist structures and related policy-making structures.
- Experience of working with multiple directorates and with external suppliers – working with internal and external stakeholders as subject matter experts and translating that into learning.
- Business planning skills, including ability to create business cases to win project budget, and managing contracts with external learning providers.
- Outstanding written and oral communication skills.
- Ability to work flexibly, picking up new areas of work and responding to areas of need in a positive manner.
- Excellent organisation and multi-tasking abilities.
- Ability to present reports (in writing and orally) to a variety of internal and external audiences.
- Ability to influence highly articulate and challenging individuals, using expertise, tact and diplomacy.
- Good awareness and understanding of trends, technology and developments within the product design area, particularly the challenges and opportunities facing the membership organisations
- Understanding of the association's dual roles as trade union and professional body.

Intellectual demands (complexity and challenge)

What sorts of problems, situations or issues are typically dealt with? Give any illustrative examples. How are the problems, situations or issues dealt with (eg undertaking original research and analysis or seeking specialist advice)?

To what extent are standard procedures and processes followed when undertaking typical tasks, and how is personal initiative used when solving problems? To what extent is creativity used in solving the problems (eg adopting different approaches, trying things that have not been done before within the organisation or improving/changing previous approaches).

- Intellectual capacity to demonstrate a clear understanding of the elected member and activist roles and learning and development offer.
- Subject matter expert in learning and development programmes, including the full product lifecycle, product performance and delivery.
- Demonstrates a collaborative approach to decision making and problem-solving, challenging and supporting colleagues from own and other departments to get the best outcomes for the BMA and to facilitate business change.
- Develop a range of internal/external communications to raise awareness of the BMA's elected member and activist work.
- Ability to undertake analysis of emerging areas of learning and development and create review and create new proposals for the business.
- Ability to use creativity and initiative in the development of learning and support.
- Ability to deal with complex and potentially sensitive problems pro-actively and work in a rapidly changing and pressurised environment.

Judgement (independence and level and impact limitations)

What are the typical decisions that are made in the job without reference to any higher authority? What informs/constrains the decisions (eg expenditure limits, have to follow clearly laid down procedures or working within broad objectives). What influence upon policy, procedures or resources is there (eg giving advice to others)?

Who (or what) is next to be affected by the decisions that are made – for example, supervisor sees them before they leave the team or the whole department sees and has to respond to the change that is made. Give typical example(s) of the consequences of the decisions (eg what impact does the decision-making have on the performance of the team/section/department/organisation)?

- Sound judgement on the need to refer sensitive issues for higher level decision.
- Responsible for the construction of business cases for new programmes and services.
- Will work autonomously with minimal supervision.
- Responsible for ensuring workstreams are completed within their time scales as allocated and within budget.
- Responsible for managing contracts with BMA's external suppliers ensuring regular communication with the BMA legal team and procurement teams where needed.
- Final sign off for work will be from head of member development and inclusion / director of people and corporate development.

Use of resources (supervision of resources and influence)

What responsibility is there for managing people, equipment, budgets, resources, customer's welfare or confidential information? If this is a staff management role describe what is involved, eg staff reporting, staff development, appraisal, leading a department or the allocation of work.

How does the role fit within the organisation, eg support role, team member, team leader, specialist policy adviser, or leading major areas of core business?

- The post holder will be a part of the people and corporate development directorate and work closely with the other staff.
- The post holder will be responsible for the line management and development of a corporate development support officer.
- Supporting staff where needed.
- Role will have some budgetary responsibility.
- The role holder must be a strong self-starter and be able to lead self and others.

Communication (level, internal and external demands and significance)

*What people are typically contacted (regardless of the medium) **inside** the Association, eg immediate colleagues, senior managers or administrators? Committee members are the only members classed as internal communication. Normal non-committee membership and doctors are external (see below)*

*Who is in regularly contact with the role holder **outside** of the Association, eg members who are not committee members, suppliers, members of the public? Approximately what percentage of the time is spent on external communications?*

What is the purpose of these contacts, eg conveying information, gathering data?

- Good presentation and negotiation skills: role holder is responsible for representing and championing the PCD and in negotiating with other areas to secure the best outcomes for PCD and the BMA
- Extensive contact with BMA staff across the association – working closely with colleagues in devolved nations, member relations, policy and communications and engagement.
- Regular contact with BMA elected members and activists and BMA chief officers.
- Regular contact with external learning providers that the BMA are collaborating with to deliver member L&D.
- Provides expert advice on all elected member and activist training and development to staff across the association and key elected members (in discussion with line manager).

Physical demands & coordination (physical effort and mental strain)

Are there any unusual physical or mental demands of the role; for example, lifting heavy objects, standing for long periods, using VDUs extensively or high levels of concentration?

- Extensive VDU usage
- Working in an open plan office environment

Working conditions and emotional demands)

What are the environmental conditions in which the work is conducted, the social and emotional demands faced by the role and the pressures resulting from these?

- Personal resilience – occasionally comes into contact with challenging members/stakeholders.

Values and behaviours

The post-holder is expected to execute their role in line with our five organisational values. The following examples illustrate how we are using our values to inform how we act:

We are **leaders** because:

- We strive to always improve
- We take responsibility for our actions
- We collaborate with each other and work as one BMA for the good of our members
- We are proactive and prepared to guide our members and each other

We are **experts** because:

- We understand our members
- We draw on our collective experience and knowledge to solve problems
- We use our insights and research to make decisions
- We provide accurate, credible, relevant and engaging information
- We recognise our strengths and act upon them

We are **committed** because:

- We listen to our members and put them at the heart of everything we do
- We are respectful, inclusive, open and honest with our members and each other
- We approach everything we do with confidence and sensitivity

We are **reliable** because:

- We deliver on what we say we will do
- We are accessible and approachable
- We build trust by being consistent and supportive
- We are positive and decisive whatever the situation

We are **challenging** because:

- We fight, ethically and fearlessly, for the interests of all our members
- We work as a brave, assertive and effective champion for high quality health services and the advancement of the profession

Sign-off

Manager:	Date:
Role holder:	Date: