

Role profile

Role title	Membership Development Manager
Department and directorate	Member Relations Directorate
Grade	6 National
Reports to (job title)	Natalie Fitzpatrick Head of local recruitment & retention
Direct reports (job titles)	N/A

Summary – purpose of the role

Describe as concisely as possible the overall purpose of the job and including the core duties/responsibilities required to be performed in the role (eg, to provide a full range of administrative support services to the department including x,y,z)

The Membership development manager will lead and deliver an extensive programme of Recruitment & Retention events and membership activities in their designated region supporting the directorates objective of delivering the highest possible membership and density to the organisation. Expert knowledge of the range of BMA membership offering, and understanding doctors and students needs.

More than just a simple recruiter, the role will work with MR colleagues to develop local implementation of the directorates Recruitment & Retention strategy, and externally will build and develop a network of BMA representatives encouraging and supporting involvement in local campaigns and opportunities to grow membership.

Lead, organise and deliver an extensive member recruitment and retention events programme in designated region.

- Ownership of field recruitment and retention targets ensuring personal and regional team targets are met.
- Encourage participation of Member Relations regionally based staff in recruitment and retention event activities.
- Utilise local employer staff contacts to assist the Field Events team with the central co-ordination and organisation of Main Inductions and Freshers core recruitment programmes.
- Regularly present in small or large group settings, facilitating discussion or responding to questions about the value of Membership support, sometimes arranging BMA specialist topic speakers to attend.

Develop the local implementation of the directorates “5 Pillars” and Recruitment & Retention strategy.

- Manage data from Membership systems and provide monthly membership stats to Heads of Region and Member Relations colleagues identifying and targeting places of work, primary care settings and medical schools to achieve membership growth.
- Work with Member Relations staff to improve collaboration with external strategic influencers in HEE regions, Medical schools to align with R&R business strategy.
- Provide flexible specialist recruitment support for planning and organising of workplace campaigning activities and inductions, strengthening local member engagement.



Summary – purpose of the role

Build and develop a network of BMA representatives and maintain relationships with key external Employer staff contacts.

- Seek to activate mutually beneficial relationships with a larger network of BMA representatives and in doctors' place of work and Medical schools, supporting and encouraging their involvement in local campaigns and Recruitment & Retention activities.
- Manage relationships with key Employer staff contacts, Post-Graduate Education Managers, Clinical education supervisors, HEE regions and faculties, Practice managers, HR teams to facilitate and deliver recruitment and retention, and membership growth and density objectives.

Specialist knowledge of Membership benefits, product and services.

- Knowledgeable and passionate about the wide range of membership support, benefits, products and services and transferring this passion to doctors and students.
- Understanding doctors and students needs and signposting to the range of member benefits, products and services stimulating usage.
- Communicating BMA membership support, products and services to doctors and students via presentations or social media.

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.

- An experienced 'sales' person or field recruiter with significant experience in face-to-face acquisition and proven success achieving sales targets.
- Confidence to probe, listen to and interpret member needs and sell BMA membership.
- Strategic understanding on how to focus time and attention appropriately in the development of key regions, places of work and medical schools.
- Experience in organising and optimising events to recruit new members, highly organised and confident in managing a wide range of activities, resources and situations at any one time.
- Most work is unsupervised and good planning abilities and strong discipline required.
- Effectively time-manage and deliver agreed schedules.
- Remote working experience to deliver local recruitment and retention activities in designated area.
- Requires networking, regular communication and collaborative working with MR staff based in designated region.
- Requires contact with BMA House based departments including membership, comms, products and services.

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

Intellectual demands (complexity and challenge)

approaches, trying things that have not been done before within the organisation or improving/changing previous approaches).

- Member/non-member criticism of the work of the Association, or perceived poor personal experience accessing BMA support. Advanced diplomatic skills and handling complaints expertise essential.
- Understanding of the healthcare landscape in England and Nations with a sensitive and political 'antenna'.
- Driven to seek out information and effectively signpost to member services support (FPC, IRO colleagues) on behalf of members and 'going the extra mile'.
- Problem solve and work with cross department teams to deliver solutions to enable effective recruitment, data management and delivery of core BMA messages.
- Experience of working in multi-disciplinary teams in a remote team environment and dealing with local issues.
- Excellent networking and relationship building skills essential when dealing with a wide variety of stakeholders, including BMA members, internal staff, external employer staff contacts, commercial partners and NHS service providers.
- Data interpretation and management, customer account management, key account management skills.

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)?

- Build an extensive programme of events in designated region with freedom to target membership activities ensuring recruitment targets are met in line with the directorates recruitment & retention strategy, ensuring the strategy is implemented locally.
- Significant autonomy to source and execute membership activities using department sponsorship funds and material resources to deliver recruitment events.
- Decision making on day-to-day aspects of the role is a given, but significant and strategic issues are likely to be decided in conjunction with Head of Local recruitment and retention.

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?

- Lead with the general organisation and staff resourcing at local events ensuring tasks are delegated appropriately.
- Lead and motivate and a team of staff 'recruiters' at events, many of whom are not trained sales people and recruitment is not their primary role.
- Awareness of Data Protection policies when handling and dealing with member and non-member data.
- Flexible specialist recruitment resource at regional and local level. The role links with local Member Relations staff on membership activities and campaigns.

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?

- Internal contacts will include Member relations staff, Field events team, Regional Branch of practice committees, Local BMA reps, IM&T, Membership, Learning & development, Products & services.
- External contacts include doctors and students both involved in the BMA and those who have no connection to the BMA, multi-healthcare staff, employer staff contacts including post Graduate Education Managers, deaneries, Practice managers, HR teams and BMA commercial partners.
- Eighty percent of time is spent with external contact / communications.
- The role holders recruitment & retention activities support the directorates objective of delivering the highest possible membership and density to the organisation.

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?

- The role is based from home and conducted in a normal office environment or external location as required to carry out the role.
- The role requires travelling to places of work and attendance at events primarily in designated region and also travelling to and supporting events and meetings across the UK. This can mean travelling outside of normal working hours and being outside of the office environment in hospitals, medical schools and conference centres.
- The role is not considered to be exposed to hazardous conditions or extreme anti-social behaviour (which should be reported through the appropriate internal channels).
- Normal co-ordination or physical demands associated with an office environment, limited requirement to engage in lifting/carrying/other exertion.
- The post holder will attend events and help with the set up and break down of promotional stands.

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?

- Role is predominately field based, role holder will be required to be out of the office three and four times a week on average and prepared to travel in designated region and when required other regions across the UK.
- Occasionally events will be held in the evening or at weekends and may require overnight stay.
- Role holder will need to be confident in making presentations to large groups of people and occasionally working in a challenging environment confronted by BMA critics or detractors.
- Annual leave is not approved during summer induction changeover dates (last week Jul first week Aug).

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