Role profile

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| **Role title** | **Membership Manager** |
| **Department and directorate** | **Membership, Member Relations** |
| **Grade** | **5** |
| **Reports to (job title)** | **Head of Membership** |
| **Direct reports (job titles)** | **2 – Data Executive & Subscriptions and Membership Advisor** |

| **Summary – purpose of the role** |
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| Describe as concisely as possible the overall purpose of the job and including 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) |
| * Deputise for head of department as necessary
* Line manager of Membership team, managing, coordinating, and planning day to day departmental procedures and workload
* Monitoring and prioritising workloads within department to meet internal/external SLA’s
* Liaise and co-ordinate with other departments as necessary to ensure all their requirements are included in departmental processes
* Provide advice and guidance to and coach/mentor, colleagues as necessary
* Focal point/technical adviser on IS system matters
* Liaise with IM&T and project teams to progress IT system change requests and defects to ensure that departmental systems achieve peak efficiency
* Manage departmental system specification, testing and implementation requirements
* Focal point/technical adviser for renewal and weekly joiner matters – initial co-ordination of BMA effort and liaising with third parties as necessary
* Initial management, planning, data preparation and implementation of weekly and annual membership renewals – managing the relationship with third party print house to ensure SLA’s and contractual agreements are met
* Assist and advise on the collection of subscriptions and the weekly and annual membership renewals process
* Responsible for the quality Auditing of membership processing by advisors and Team Managers at FPC (first point of contact)
* Promote the Membership department to Internal and External sources at any opportunity.
* Ensure high standards of Customer services are provided to Members from all staff within the department.
* Support the MDG’s recruitment activities by attending recruitment/retention events as necessary
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| **Skill (level and breadth of application)** |
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| 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, e.g 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, e.g resolving people’s IT problems, collecting information on key research items or advising members on a particular issue. |
| * Workload impacts on and is impacted by all departmental, many MDG and some wider BMA activities – successful annual and weekly renewals critical to BMA cash flow
* Influences actions of many MDG activities through data, member feedback and day to day management of renewals processes
* Focal point for data and GDPR matters on member data within CRM.
* Manage retention activity within Membership and liaise with FPC to continually review processes.

Requires: * Knowledge of BMA, including outline knowledge of structure, policy, procedures and strategy
* Knowledge/experience of resource and people management with working knowledge of budget, HR and contract management
* Developing knowledge of change management techniques, capable of assisting with design and implementation of workplace change
* Knowledge of IT systems (including CRM/CMS), MI and BI - use and application to enhance business efficiency
* Knowledge and experience of Customer Relations and CRM
* Developing knowledge of business management and corporate/organisational structures
* Developing knowledge of sales and marketing methodology and interface within a customer focussed environment
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| **Intellectual demands (complexity and challenge)** |
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| What sorts of problems, situations or issues are typically dealt with? Give any illustrative examples. How are the problems, situations or issues dealt with (e.g 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 (e.g adopting different approaches, trying things that have not been done before within the organisation or improving/changing previous approaches). |
| * Manage membership system procedures and protocols within boundaries of legislation and the Association’s terms and conditions.
* Help develop and implement new ways of working and procedures to improve business efficiency and minimise cost, without prejudicing adherence to legislation
* Help management and interpretation of data to advise and forecast membership trends for a wide variety of purposes, including adherence to legislation, marketing activity, cash flow projection and secretariat/regional service activity
* Help advise on subscription structure and initially arbitrate on low level disputes regarding eligibility for membership and application of concessionary subscription rates
* Knowledge of data protection and understanding of GDPR rules.
* Day to day management of Annual Renewals process, managing sequence timetable and ensuring Association’s requirements are met on time and in full by third parties
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| **Judgement (independence and level and impact limitations)** |
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| What are the typical decisions that are made in the job without reference to any higher authority? What informs/constrains the decisions (e.g expenditure limits, have to follow clearly laid down procedures or working within broad objectives). What influence upon policy, procedures or resources is there (e.g 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 (e.g what impact does the decision-making have on the performance of the team/section/department/organisation)? |
| * Day to day management Annual Renewals process directly impacts on Association’s membership level and (approx. £50M) subscription income
* Proposals regarding changes to application of system and departmental processes directly impact on the membership and therefore impact on all other BMA departments
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| **Use of resources (supervision of resources and influence)** |
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| 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, e.g staff reporting, staff development, appraisal, leading a department or the allocation of work.How does the role fit within the organisation, e.g support role, team member, team leader, specialist policy adviser, or leading major areas of core business? |
| * Influences many MDG and some wider BMA activities, having responsibility for ensuring MPRS ‘master system’ used by all departments achieves maximum efficiency.
* Day to day management of people and equipment resources in discreet department within MDG – responsible for some departmental budget and elements of staff management, performance, and development
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| **Communication (level, internal and external demands and significance)** |
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| What people are typically contacted (regardless of the medium) **inside** the Association, e.g 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, e.g 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, e.g conveying information, gathering data? |
| * Regular contact with most BMA departments at levels 1 – 6 to advise on/discuss membership/data information, occasional contact to advise on/discuss application/compliant use of reports and information
* Daily contact with membership to gather/discuss/confirm information and advise/arbitrate on member enquiries
* Regular contact with external agencies/organisations to gather/discuss data, develop best practice and manage 3rd party contracts
* Approx. 25% time spent communicating with people outside the Association
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| **Physical demands & coordination (physical effort and mental strain)**  |
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| 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? |
| * Normal co-ordination or physical demands associated with an office environment, limited requirement to engage in lifting/carrying/other exertion.
* Extensive use of VDU’s will be required, together with frequent periods of high concentration whilst analysing/manipulating data and/or data processing/entry.
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| **Working conditions and emotional demands)** |
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| 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? |
| * Although travel to National and Regional centres and offsite venues, the job is mainly conducted in a normal office environment where the post holder is not exposed to hazardous conditions and contains minimal personal risk.
* The post holder will have frequent contact with members including telephone contact and due to the nature of subjects discussed, will be exposed to regular anti-social behaviour and/or verbal abuse.
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| **Values and behaviours** |
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| 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  |