

Role profile

Role title	Member Engagement Co-ordinator
Department and directorate	BMA(NI)
Job family level	6
Reports to (job title and name)	Head of communications and public affairs
Direct reports (job title and name)	No direct reports

Summary – purpose of the role

- Increase levels of member engagement, interaction and participation with the BMA through the provision of services and support at a local level.
- Develop local relationships with members, improving overall member perception of the BMA.
- Deliver a quality enhanced offer to members locally, leading to increased retention and recruitment.
- Plan, organise and deliver a core programme of activities and events to increase visibility of the Association and encourage a higher level of engagement with members.
- Secure opportunities for face to face engagement with doctors, from all branches of practice, to offer increased professional support, promote the BMA and the value of membership.
- Based on local membership data, identify and target groups with low membership and plan activities to promote the BMA.
- Work with relevant internal departments to develop and deliver marketing campaigns to doctors and medical students.
- Assist in the development and delivery of influencing campaigns at a local level.
- Work with relevant internal departments to create and develop resources to improve communication and engagement with members, including online engagement.
- Work with other BMA(NI) staff, corporate BMA and local member representatives to ensure that local communications and events are aligned with BMA strategy and delivered in a timely and relevant way.
- Develop and build relationships with grassroots members to facilitate and encourage engagement with the BMA.



Skill (level and breadth of application)

- Able to present and project a strong professional and positive image in line with BMA values.
- Present, promote and sell products/services using solid arguments to existing and prospective members.
- Highly motivated and target driven.
- Excellent selling and negotiation skills.
- Skilled communicator and confident presenter.
- Excellent organisational and administrative skills.
- Expertise in event planning and delivery.
- Flexible and collaborative approach, able to develop networks and effective relationships with members, potential members and external bodies.
- Highly competent in use of IT, including databases for marketing, reporting and data recording.
- Ability to work well as part of a team.
- Ability to multi-task in a fast-paced working environment. Demonstrate adaptability and flexibility in order to meet the varying demands of the role and manage member expectations.
- Attention to detail and ability to work to a consistently high level of accuracy is essential.

Intellectual demands (complexity and challenge)

- A self-starter, able to work independently, planning and managing a portfolio of ongoing activities with minimum supervision.
- Effective time management and ability to prioritise tasks.
- Contribute positively to the BMA(NI) team and with other colleagues/departments across BMA(UK).
- Adept at identifying opportunities, thinking creatively and professionally to develop ideas which will enhance BMA visibility in the wide range of settings where doctors work.
- Be able to actively promote the benefits of BMA membership.
- Be tenacious in the face of resistance with a positive attitude to overcome challenges.

Judgement (independence and level and impact limitations)

- Local programmes and priorities will be developed in response to local member intelligence and with line manager oversight.
 - Has significant freedom to plan, organise and execute local events and activities within agreed parameters and budgets.
 - Operational/day to day decisions will normally be the responsibility of the post-holder, in line with the above.
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Use of resources (supervision of resources and influence)

- Responsible for day to day management of the activities and delegated budget.
 - Accountability for the local engagement budget will lie with the head of communications and public affairs.
 - The post-holder will work closely with local medical and wider healthcare structures to identify opportunities to engage with members and potential members and to develop enhanced networks of doctors who support the Association's aims.
 - The post-holder will be aware of and comply with data protection policies when dealing with member and non-member data.
 - Utilise a broad range of organisational resources.
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Communication (level, internal and external demands and significance)

- Excellent interpersonal skills are essential in dealing with a wide variety of contacts, including BMA members, non-members, medical students, Trust managers, hospital staff, general practice staff, BMA staff, external stakeholders, venues, hospitality staff and service providers.
 - Supply management with reports on customer needs, problems, interests, competitive activities, and potential for new products and services.
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Physical demands & coordination (physical effort and mental strain)

- Frequent manual handling and transportation of boxes and materials.
 - No unusual mental demands.
 - Significant travel and flexible working: frequent early starts, evening commitments, occasional weekend working and overnights away from home.
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Working conditions (and emotional demands)

- Personal resilience and tenacity.
 - Awareness of frequent lone travelling and driving long distances, including at night.
 - Potential for (some) homeworking, depending on post-holder's home location.
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Values and behaviours

The post-holder is expected to execute their role in line with our five organisational values.

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