

Role profile

Role title	Head of Member Relations (Wales)
Department and directorate	BMA Cymru Wales
Grade	3
Reports to (job title)	National Director – Wales
Direct reports (job titles)	Assistant Secretaries, Member Relations Executive

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***

In this role, you will lead the Member Relations team for BMA Cymru Wales, contributing to strategic direction and policy development. You will manage and support a high-performing team, handle negotiations with senior decision-makers, and ensure delivery of services to members. Strong leadership, negotiation skills, and significant experience in industrial relations are essential.

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

- A leadership role as part of the BMA Cymru Wales management team, contributing to the strategic direction of BMA Cymru Wales.
- Contributes at senior level to the development and coordination of UK member service policies and standards, working closely with UK wide colleagues.
- Responsible for the setting and delivery of MR strategy/objectives in Wales. Accountable for the team's budget
- Manages and supports the development of a team to provide an effective Employment Law/Terms and Conditions (TCS)/, advice and support service to individual members. Developing standards and protocols to support the delivery and measurement of the MR service in Wales
- Coordinates the provision of collective negotiating advice to national committees, elected officers, and senior medico-politicians, including policy formulation and negotiating advice and co-ordination of cross-committee issues and projects.
- Directs support (resource, staff, material and technology) for Local Negotiating Committees.
- Has regular formal and informal contact with senior decision-makers within government departments/agencies/partnership and the NHS in Wales influencing and negotiating in support of national/local cases. Dealing with the escalation of issues that have not been resolved at the team level.
- Provides leadership and coordination of recruiting and retaining full and student members in the nation.
- Handles feedback and complaints from members as appropriate
- Deputises for the National Director (internally and externally) as appropriate, in area of expertise.

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.

- Leadership and line management experience in a similar organisation, working as part of a management team and managing a high performing team working in a challenging environment
- Experience of business planning, budget management, recruitment and people management.
- Established IR/HR background
- Detailed knowledge of medical political issues, and the political and healthcare landscapes in Wales
- Advanced negotiation/influencing experience (internal and external)
- Ability to influence highly articulate and challenging individuals, using tact, expertise and diplomacy
- Significant experience of partnership working/stakeholder management (NHS/Trade union/membership organisation experience preferred internal and external), ability to build productive relationships and manage difficult conversations
- A flexible and positive approach to problem solving, finding a solution that is not always apparent/compromise where appropriate
- Excellent communication skills both written and verbal

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).

- The post holder will need to work as part of a collaborative management team working to improve the performance of BMA Cymru Wales as a whole, balancing the needs of the organisation with that of the MR team
- The post holder will need to provide support and guidance to an experienced team of Industrial Relations experts. They will need to display the relevant experience required to gain the confidence of, and credibility with, their peers, colleagues, doctors, decision makers and key stakeholders in order to effectively discharge this role.
- The post holder routinely works with uncertainty and ambiguity, balancing priorities and simultaneously managing a range of complex issues and projects.
- Considerable responsiveness and mental agility is required in order to react to the changing agendas and complex policy developments.
- An adaptable approach is often required, whereby for much of the time the post-holder has to take a high-level, broad view of multiple policy agendas and activities, but where any one (or more) reaches a critical point in negotiation or development, there is a requirement to ensure that sufficient detail has been grasped to master the debate and gain control of the situation.
- Routinely required to effectively operate where standard procedures have either been exhausted or do not exist
- Creativity and innovation are required to ensure that our policies, plans and procedures are fresh and relevant to the needs of BMA members in the nation

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)?

- Operates with a very high degree of autonomy in area of responsibility, which could have a significant impact on the views of members at a local and national level. Will refer to the national director on major issues and work closely with UK wide Member Relations colleagues to share good practice.
- Autonomous decision making within the Association's strategic priorities and BMA Cymru Wales business plan
- Uses professional judgement to determine whether issues/activities are Wales-only, UK-wide, or UK-wide with a devolved nation aspect, to ensure that appropriate resources are supplied and/or deployed, as required. Where appropriate, working with colleagues across the UK to address.
- Accountability for the strategy for the team and the team's budget
- Authority to re-organise team and team processes, delegate work and set priorities
- Conceives, describes and promotes policies and processes that better integrate the organisation's activities
- Provides advice and guidance to National Director and Committees on a broad range of issues often with intangible, long-term and/or multi-stakeholder implications
- Uses judgement and experience to influence senior external and internal stakeholders
- Substantial political awareness, discretion and risk awareness to in order to manage the external perception of the organisation

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?

- Senior Leadership role under national director for a major division (BMA nation) with very significant input into the strategic policy making of the national BMA division including setting divisional objectives in association with the national director.
- Will work closely with other Member Relations teams on a UK wide basis to ensure a consistent service is delivered to members in Wales
- Accountable for the team's contribution to achievement of strategic goals and directorate business plan
- Accountable for team's budget
- Leadership, performance management and development of direct reports
- Responsible for work allocation and balancing of priorities
- Handles confidential and sensitive information
- The role has considerable scope to develop an extensive network of high-level key contacts
- Member of the senior management team at BMA C/W
- Requires liaison, influencing and negotiation with UK committees and departments and other nations at a senior level and securing input from UK resources as appropriate. Inputs into whole organisation corporate decision making through participation in projects, working groups, meetings and conferences at a senior level.

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?

- Liaises frequently with National Director and managers in BMA Cymru Wales, to ensure an effective interchange of information relating to ongoing and upcoming activities. Additionally, regularly liaise with counterparts in other BMA UK offices to promote effective joint working and shared information (committee reports), as required.
- Inside (regularly): Directors and Heads of function at UK - and nation-level Chairs and Members of National Council and national BoP committees.
- Inside (occasionally): Chairs and Members of UK Council and UK BoP committees.
- Outside (regularly): BMA members (typically those in difficulty), Health Board Executive teams, senior officials in the Government.
- Outside (occasionally): Media, Cabinet Secretary, Senedd members, Health and Social Care Committee
- Internal communication to: advance national BMA propositions, seek assistance, collaborate on specific projects and service development, information exchange and relationship-building.
- External communication to: influence/persuade government/employers/other trade unions/medical royal colleges/regulators/medical educators to our point of view. May involve formal and informal negotiation as well as joint problem-solving/collaborative working.
- Sensitivity to public image of association and profession and influencing both internal and external groups and individuals towards a common-sense outcome that aligns with reasonable public expectation.

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?

- Normal co-ordination or physical demands associated with an office environment, limited requirement to engage in lifting/carrying/other exertion.

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?

- The job is conducted in a normal office environment and is not exposed to hazardous conditions.
- The post holder is responsible for investigating and responding to members complaining about aspects of both service provision and/or policy. This can at times be highly emotionally charged.
- The public-facing nature of the role may expose the post holder to some emotionally distressing situations, as they will occasionally encounter doctors/patients who may have had an adverse interaction with the NHS in Wales.
- Requires a degree of personal resilience and ability to withstand challenge from stakeholders or members with differing viewpoints.

Values and behaviours

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

The following examples illustrate how we are using our values to inform how we act:

We Campaign, Organise and Represent

- We win positive changes at work and in wider society
- We are the trusted collective voice of our profession, seeking progress for doctors, medical students, our patients and populations

We are accountable and member-led

- Our representatives and staff work in partnership for and on behalf of our members
- We are open and democratic

We are expert and trusted

- We grow professional communities of practice to provide credible information, guidance and support
- We use our influence to champion advancement, innovation and professional development for the benefit of health and society

We find strength in unity and celebrate our diversity

- We seek to be fair and just, and foster respectful discussion of our differing (potentially conflicting) perspectives and contributions
- We fight prejudice and discrimination of all kinds
- We are committed to creating a culture that is inclusive of all members and staff
- We extend solidarity to each other and other groups

Sign-off

Manager:	Date:
Role holder:	Date: