

## Role profile

<b>Role title</b>	<b>International Affiliate Membership Project and Marketing Manager (6-month fixed term contract)</b>
<b>Department and directorate</b>	<b>Member Support Directorate</b>
<b>Job family level</b>	<b>BMA Grade 4</b>
<b>Reports to (job title and name)</b>	<b>Deputy Chief Executive Officer</b>
<b>Direct reports (job title and name)</b>	<b>None</b>

### 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)*

Reporting to the deputy chief executive, the project and marketing manager is responsible for managing and co-ordinating the successful delivery and development of the Association's international affiliate membership programme. This new category of membership, aimed at international doctors outside the UK, is a key component of the BMA's international medical graduate work stream and the Association's strategy to enhance the support it offers to international doctors moving to the UK to work.

Drawing on extensive work to date the postholder will work with staff, the programme's task and finish group, elected members and key stakeholders in driving forward the launch of the new membership category alongside developing and executing a marketing plan in conjunction with key colleagues within a specified timeframe.

The delivery of international affiliate membership is a key priority for the Association's chair of UK council who also chairs the programme's task and finish group. In addition to working closely with the chair, the postholder will be the primary point of contact for the programme. This will involve:

- Creating a project plan to successfully bring international affiliate membership to market.
- Creation and delivery a 'new to market' marketing plan in close liaison with the growth marketing manager.
- Working across BMA functions in line with the agreed project plan to co-ordinate the operationalisation and launch of the international membership 'offer'.
- Ensuring the project meets its stated objectives and key deliverables within specified time and cost constraints.
- Working with key stakeholders and partners in identifying opportunities to incentivise and maximise the marketing reach and take up of international affiliate membership



### Summary – purpose of the role

- Participating in the international affiliate task and finish group and reporting on progress.
- Drafting materials and outputs, including content for presentations, meetings/workshops communications.
- Resolving issues and overcoming operational barriers as and when required.
- Liaising with third party suppliers as appropriate.
- Act as an internal and external point of contact for any questions relating to the project.

### 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.*

- A demonstrable track record of successfully delivering projects and bringing new propositions to market within a specified timeframe while hitting KPIs.
- Experience of working in a member led environment and an understanding of the challenges international doctors coming to work in the UK face is highly desirable.
- An understanding of project management disciplines, methods and standards.
- An understanding of audience research, product development and marketing techniques.
- Highly effective communication and interpersonal skills, with the ability to work with stakeholders at all levels.
- Excellent planning, organisation and administrative skills.
- Well-developed critical thinking, problem-solving, and analytical skills.
- Able to work in a fast-paced environment, with minimal supervision.
- Detail-oriented and driven to find the right solution to address issues, problems or opportunities.
- Excellent IT skills with high levels of accuracy.
- A diplomatic approach with excellent relationship management skills.
- An adaptable and practical approach to work, with the ability to work under pressure to meet key project deliverables.

**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 role is a mix of applying good practice in project management and using creativity and initiative to identify solutions and resolve problems to bring this new proposition to market.
- Assessing problem situations to identify causes, gather and process relevant information, generate possible solutions and opportunities, and make recommendations and/or resolve the problem.
- Confidence to deal with ambiguity and a positive mind set in influencing others to achieve the required outcomes.
- The role holder is expected to work independently, within agreed framework and to agreed standards.
- Work cooperatively and effectively with others to achieve project objectives, resolve problems, and make decisions that enhance project effectiveness.

### 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)?*

- The role holder will be expected to make decisions, in consultation with key stakeholders and the deputy chief executive, on how to manage risks without compromising the overall project objectives.
- Identify options for addressing project issues, risks and opportunities and make recommendations about the most appropriate course of action.

### 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?*

- There is no line management responsibility, although the role will require close working with key staff responsible for project deliverables.
- They will report on a day-to-day basis to the deputy chief executive officer, but will be expected to exercise their judgement in relation to the way issues and problems are resolved.
- Specialist knowledge and skills in the area of project planning and marketing are essential, and will need to be perceived as expert by other project stakeholders.

### 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?*

There will be:

- Daily communication with the deputy chief executive to plan and report on progress.
- Regular communication with the chair of council and task and finish group members.
- Regular communication with other key stakeholders, at all levels of the organisation.
- Communications with elected members who participate in the project.

## 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/working from home 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?*

- The job will be hybrid with a mix of virtual home based and office hub working (subject to BMA protocols in place).
- The role therefore may require occasional travel to BMA House for meetings and member research events.

## Values and behaviours

The post-holder is expected to execute their role in line with our five organisational values. These are currently being translated into behavioural indicators that will form part of our new performance management process.

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