



Royal College of Anaesthetists

## Membership Manager

---

Directorate: Communications and External Affairs

Reports to: Head of Membership

No. of Direct Reports: Up to 4

Grade: 4

### 1.1 Job purpose

This role will work with the Head of Membership to successfully engage with our growing membership by delivering a segmented and personalised membership service and offering highly valued benefits. This will include highlighting efficiencies and trends, through an understanding of the membership data.

Ensuring excellent customer service and membership engagement is delivered by the Membership Team will be a priority for the role holder, along with supporting the Head of Membership by implementing the College's Membership strategy.

The Membership Manager will also be responsible for the day-to-day delivery and operational administration within the Membership Team. This includes managing membership subscription related planning, delivery and reporting, which is a key part of the College-wide commitment to strategy.

It will be the responsibility of the role holder to maintain and develop effective systems, processes and procedures to ensure current and proposed future activity meets General Data Protection Regulations legislation. The Membership Manager will be responsible for the accuracy and integrity of the College's membership data.

This role will work closely with colleagues across various teams to ensure cross-collaboration, in particular with the College's Dynamics CRM and Analytics Manager, Finance Team, and Heads of functions.

### 1.2 Key tasks and responsibilities

#### Membership Administration

- Ensure that members' of the College, FPM and FICM are in the correct subscription grade/category and that annual membership subscriptions are collected on time and in a fully informed manner
- Ensure that prospective members of the College meet the criteria for the membership category they wish to join and that they are sent appropriate application forms, and that members are upgraded accordingly
- Manage the data administration of new member acquisition and member retention related activities/campaigns and provide regular reporting to the Head of Membership to show insight into trends and successes, as well as areas for improvement
- Ensure membership applications are processed in a timely manner by the team and that membership subscriptions related collateral and processes are fit for purpose (digital copies and CRM record), for example, keeping application forms and processes up-to-date

- To be proactive in the streamlining of processes to increase efficiency and effectiveness within membership operations
- Oversee the process of membership certificates
- Liaise with other departments regarding merchandise

#### Membership Customer Service

- Support the Head of Membership to deliver excellent customer service and develop enhanced self-service functionality for members, and internal/external stakeholder groups
- Ensure queries and requests from members, prospective members and stakeholders are answered in a polite, helpful and timely manner. This includes, but is not limited to, overseeing that the membership emails are regularly attended to and answered, with an expectation that the role holder will have a firm understanding of the types of queries received and how to deal with them effectively
- Build a strong working relationship with the wider College and ensure it is receiving good value from third party/external suppliers, where applicable

#### Membership Engagement

- Contribute to the development of the membership engagement strategy
- Support the Head of Membership with implementing the membership engagement strategy by working together to ensure a cross-College cohesive approach is taken, and working where relevant with Managers and Heads across College
- Work with the Head of Membership, Communications Manager and Digital Manager to develop and implement engaging communications at each touch point / channel our members contacting the College
- Work with the Head of Membership to evaluate and redefine the College's Member Value Proposition and Member Benefits Statement
- Input and work closely with the Head of Membership on the biennial College-wide membership survey, leading on the tendering process, contributing to survey questions getting input from teams across the College, and managing the internal work with cross-College colleagues on the interactive member dashboard
- Responsible for the creation and updating of engaging website content for the membership section of the College's website, with sign off from the Head of Membership

#### Data Management and Compliance with Data Regulations

- Responsible for the accurate and timely processing of RCoA membership data in accordance with the General Data Protection Regulation (GDPR)
- Work with the Dynamics CRM and Analytics Manager to ensure membership data is processed and held in line with RCoA's Information Governance and Security requirements
- Provide support to the College's Data Protection Officer and Head of Membership to ensure ongoing compliance with GDPR; this will include maintenance and review of the RCoA's Information Governance plan and support for departmental audits and spot checks
- Update and maintain the RCoA's Data Breach log, notifying the Data Protection Officer of any significant breaches
- Manage the College's membership data for effective use, ability to gain an in-depth understanding of the membership and ensure compliancy with data regulations
- Work with the Dynamics CRM and Analytics Manager, plus other colleagues to champion a cross-College and proactive approach to collecting, storing and using membership and College data
- Work with the Dynamics CRM and Analytics Manager to ensure that the CRM is properly set-up, kept up-to-date with all College membership data (including relevant personal information/changes to member records) and recorded in a systematic, easy, auditable and retrievable way

#### People Management, Relationships, Collaboration and Team Working

- Manage the Membership team; allocating work across team members, maintaining a departmental work plan/rota and managing temporary staff, as and when required
- Provide direction, support and constructive feedback for team members through regular 1:1 meetings
- Conduct half and full year appraisals with team members; setting SMART objectives aligned to the directorate and team strategy
- Ensure team members are multi-skilled in all aspects of membership, addressing training and skill development needs and providing feedback, when required
- Encourage and support team members' personal development
- Build a collaborative, mutually supportive and high performing team that delivers a world class service to members and key stakeholders
- Hold regular team meetings and set objectives for the team
- Keep College systems up-to-date with HR matters such as sickness or holidays and ensure all new starters receive an induction and relevant training
- De-risk key membership subscription processes (e.g. ensuring that all tasks can be performed by all team members) and ensure rotation of tasks to ensure full coverage of office hours
- Manage underperformance effectively through open, transparent and consistent processes
- Establish and maintain excellent working relationships with the College's membership, focused groups/committees, internal departments and key stakeholders
- Manage the relationship with key membership related suppliers effectively
- Attend and take an active role in meetings and discussions
- Work with teams across the College to ensure effective membership subscription processes and effective workflows are in place, and to implement a cohesive cross-College membership engagement strategy

#### Financial Management

- Responsible for signing purchase orders for membership related activity of up to £1,000
- Work closely with the Finance Team to ensure the College is operating within BACS guidelines for the set-up, administration and closure of Direct Debit subscription payments and ensure appropriate reports are compiled, quality assured and submitted/resubmitted appropriately. e.g. 14 days collection notifications
- Ensure billing checks are carried out in time for taking subscription payments (which are currently conducted in March and September, prior to the 01 April and 01 October billing)
- Ensure that the College process for taking payments and chasing late payments for membership fees is effective, efficient and robust. This includes, but is not limited to, ensuring that invoices are sent in time and late payments are followed up with reminder notifications
- Cooperate with the College's external auditors, as required

### **1.3 Qualifications, skills, knowledge and experience**

- In-depth experience of using a CRM system
- Proven experience of working within a membership function and/or customer service environment
- Experience of delivering membership engagement activities
- Data/Record management experience
- Firm understanding of how to manage and interrogate data for key insights
- Proven supervisory/line management experience
- Ability to proactively develop and manage a team
- Well organised and able to prioritise work and the work of others
- Excellent communication skills, written and verbal
- Ability to tailor communication style to suit varied audiences

- Ability to work collaboratively across teams
- Demonstrable knowledge of GDPR and an understanding of current and future implications of Data Protection laws and changes
- Numerate with an understanding of financial administration and record keeping
- Ability to give meticulous attention to detail, whilst working quickly and accurately under pressure
- Positive 'can-do' attitude with a willingness to participate, problem solve and learn
- Desire to support members, ensuring that they are at the heart of everything we do
- Comfortable working in an environment of change, growth and new ways of thinking/working
- Comfortable being both a cooperative manager and willing to get 'hands on'
- Intermediate level of experience in Microsoft Office, in particular Word and Outlook

## 1.4 Core Competencies

These competencies will help you understand and deliver the high performance required for this role at the College. These performance standards and behaviours will be assessed during the interview process and developed through the appraisal process.

<b>VALUE:</b>	EXPERT
<b>COMPETENCY:</b>	Empathy with the College and its business
<b>DESCRIPTION:</b>	Understands the fundamentals of what the College does, its mission, vision, values and culture. Uses this information to grow and develop the College and its people

<b>Support &amp; Delivery</b>
<ul style="list-style-type: none"> <li>• Applies knowledge of business to day-to-day activities</li> <li>• Understands team function and how it fits in overall College</li> <li>• Develops a team spirit</li> <li>• Applies a "can do" approach</li> <li>• Understands impact of own role on wider College functions (and vice versa)</li> </ul>
<b>Management</b>
<ul style="list-style-type: none"> <li>• Applies their professional expertise to the College</li> <li>• Thinks commercially</li> <li>• Acts as a College ambassador</li> <li>• Delegates fully and effectively</li> <li>• Develops, motivates and engages teams and individuals</li> <li>• Plans resources effectively</li> <li>• Leads by example</li> </ul>
<b>Strategic Leadership</b>
<ul style="list-style-type: none"> <li>• Champions key direction and strategy</li> <li>• Encourages and demonstrates entrepreneurialism and cross-College working</li> <li>• Encourages a high-performance culture</li> <li>• Understands impact of external changes on the College</li> </ul>

<b>VALUE:</b>	INCLUSIVE
<b>COMPETENCY:</b>	Collaboration and Communication
<b>DESCRIPTION:</b>	Works collaboratively and co-operatively with colleagues to get the job done and responds positively to change. Communicates widely and effectively. Appreciates diversity and equal opportunities for all.

<b>Support &amp; Delivery</b>
<ul style="list-style-type: none"> <li>• Is a team player, open to others' views</li> <li>• Adapts communication style to situation</li> <li>• Keeps others informed and updated</li> </ul>

- Willing to give and receive feedback
- Listens and responds effectively
- Values different perspectives

**Management**

- Communicates effectively and openly, ensuring key messages are cascaded and everyone's views are heard
- Works with peers to influence effectively and consistently
- Deals with conflict between individuals and teams
- Works with partners to enhance the reputation of the College
- Ensures transparency and credibility
- Networks appropriately
- Ensures and enables an inclusive culture

**Strategic Leadership**

- Articulates a shared vision
- Presents in an engaging manner
- Ensures conflict and risk is mitigated
- Champions diversity and values

**VALUE:** POSITIVE  
**COMPETENCY:** Customer Focus  
**DESCRIPTION:** Builds relationships with customers by understanding, anticipating and responding to their needs. Takes responsibility to complete work in order to exceed expectations.

**Support & Delivery**

- Answers phones in a timely way
- Understands customer needs, stresses and pressures
- Understands impact of own actions
- Manages own time
- Meets and exceeds targets
- Does what they say they'll do
- Makes recommendations for improvements

**Management**

- Future-proofs
- Builds relationships
- Equips others to deal with customers
- Sets targets, ensuring they are met
- Ensures customer is aware of relevant College services and products
- Uses knowledge and expertise to ensure customer satisfaction
- Plans for the future to improve services

**Strategic Leadership**

- Knows competitors
- Addresses external conflict
- Focusses on the long-term
- Is aware of changes and impact on others
- Overcomes barriers to improvement
- Manages risk

**VALUE:** FORWARD-THINKING  
**COMPETENCY:** Conceptual Flexibility  
**DESCRIPTION:** Takes the initiative and thinks flexibly and innovatively in order to propose solutions and deal with ambiguity. Builds trust and credibility through self-awareness.

**Support & Delivery**

- Acknowledges success and failure and learns from them
- Works on own initiative and finds better ways of doing things
- Acknowledges problems and suggests solutions
- Remains open-minded
- Adjusts to changing needs
- Is aware of self and others
- Contributes and adds value to operational plans

**Management**

- Encourages others to find solutions
- Creates an open forum for innovation
- Implements operational plans and manages risks
- Realises when things are going wrong and fixes them
- Maintains personal credibility

**Strategic Leadership**

- Approaches issues with fluidity and flexibility
- Makes improvements at a corporate level
- Implements solutions at a strategic level
- Welcomes innovation from colleagues and empowers them
- Challenges the status quo

**VALUE:** AMBITIOUS  
**COMPETENCY:** Shared Vision  
**DESCRIPTION:** Acts quickly and decisively, seizing opportunities and adding value.

**Support & Delivery**

- Sets personal objectives which meet operational and strategic plans
- Adapts to changing priorities
- Analyses problems and resolves them
- Understands the impact of operational plans on own role
- Deals with colleagues fairly and consistently
- Keeps focused in the light of changing priorities
- Sets high personal standards

**Management**

- Puts operational plans into action
- Isn't afraid to make decisions
- Ensures right people, right time, right place
- Identifies new opportunities

**Strategic Leadership**

- Defines corporate vision and values
- Handles all matters with sensitivity
- Scans the horizon
- Develops strategy, taking into account all external drivers

Signature: .....

Name: .....

Date: .....