



Royal College of Anaesthetists

Director of Membership, Media and Development

Directorate: Membership, Media and Development

Reports to: Chief Executive Officer

No. of Direct Reports: 4

Grade: 1

1.1 Job purpose

As part of the Senior Management Team (SMT), direct the Membership, Media and Development team in its delivery of its core business.

Lead on the College's agenda to deliver value from its content and digital platforms, generating and exploiting business intelligence and creating new products and services that will add value to members and users.

Drive new revenues from the College's digital and physical estate to support its long term financial strategy.

1.2 Key tasks and responsibilities

Senior Management Team

- A proactive and collaborative member of the SMT, embodying the College's values and leading by example
- Oversight of and contribution to the successful delivery of College-wide projects
- Directorate budget oversight and related income generation
- Ensure procurement achieves value for money and all expenditure supports the attainment of the College's strategy and charitable aims
- Strategic leadership and direction of the Membership, Media and Development directorate and team, including setting objectives and developing and monitoring performance
- Monitor and report key performance indicators against strategic and operational objectives to inform decisions and future plans
- Represent the College and SMT at internal and external meetings
- Negotiate and manage contracts as appropriate

Directorate Leadership

- Provide aspirational leadership to the directorate, ensuring the team are well motivated, trained, monitored and supported to deliver excellent outcomes in their work
- Oversee the development of team sub-strategies that will support the College's members as well as its charitable and strategic aims
- Provide senior level counsel and support to the President, Officers, Trustees, Council, Chief Executive, SMT and staff on all matters related to the directorate
- Provide College leadership for commercial strategy, development and brand development

- Assess and develop new commercial products and services and bring to market, subject to agreement with Trustees
- Provide a single point of leadership in digital transformation, taking cross-College responsibility for key digital functions including CRM and web services, ensuring the College maximises the use of new and emerging digital technologies and platforms, and liaising with the IT Team to ensure successful delivery of goals and targets
- Bring to the SMT and to the College a member/customer-centric focus and a commercial awareness, and instil those approaches across College-wide activities where possible
- Provide effective decision making
- Support staff to deliver an excellent service to our membership and be point of authoritative reference for external stakeholders
- Ensure compliance with the Data Protection Act 2018 and other statutory or regulatory data requirements

Communications

- Oversee the development of a communications and marketing strategy that has clear objectives; is based on stakeholder research and insight; has a credible plan for delivery and has clear evaluation metrics
- Act as the guardian of the College's corporate brand, ensuring through the Communications and Marketing Team, quality and consistency of messages and visual identity
- Ensure the College's communications products and services, in print and online, are delivered in a timely manner, with a high degree of quality and professionalism, through the Associate Director of Marketing and Communications

Membership Engagement

- Ensure the implementation of a membership engagement strategy covering member recruitment and retention, member relations and communications, member engagement, services to members and financial aspects of membership
- Ensure that feedback from members feeds into decision-making within the College, and that members have increased opportunities for involvement
- Direct a modern, responsive membership service through improved international, national and regional engagement of members, through localised service improvement
- Ensure maintenance and development of the heritage and history of the College
- Oversee the development and enrichment of regional, national, international and speciality-based membership communities
- Maximise opportunities for greater marketing of College products and services based on detailed understanding of the College membership and wider speciality

Digital Transformation, Content Creation and Commercial Development

- Working with the Technology Oversight Group, IT Team and external consultants as required, oversee digital transformation at the College, to include the embedding of the Technology Strategy Programme and the development and enrichment of CRM, web and digital platforms, communication, commercial and educational platforms
- Ensure a range of in-person and online events are available to meet members' educational needs, whilst developing broader content creation and enrichment opportunities that provide better service for members and commercial opportunities for the College
- Oversee exploration and/or development of College publications, working closely with the Chief Executive Officer (CEO)
- Oversee the commercial development of the College estate for external meetings and events, liaising closely with the People and Operations directorate

Committees and Boards

- Work closely with the Membership, Media and Development Board, its Chair and Vice Chair on all activities, ensuring they are consulted, informed and engaged as appropriate across all aspects of the directorate's activities
- Prepare papers, reports and advice for College Boards, Trustees, Council as required
- Lead or oversee support for sub-committees and working groups related to the directorate, as agreed with the CEO and/or College governance

People Management, Relationships, Collaboration and Team Working

- Provide direction, support and constructive feedback for team members through regular 1:1 meetings
- Conduct appraisals with team members setting SMART objectives aligned to the directorate and team strategy
- Encourage and support team members' personal development
- Build a collaborative, mutually supportive and high performing directorate
- Manage underperformance effectively through open, transparent and consistent processes

Any Other Duties

- Any other projects or work as reasonably required by the CEO
- Occasional overnight visits to meeting venues outside London

1.3 Qualifications, skills, knowledge and experience

- Significant leadership and general management experience at senior level within a similar organisation
- Experience of contribution to board-level discussion, including through the provision of briefings, proposals and business plans, and through providing support to senior officers and/or CEO
- Experience of line managing teams of multiple people
- Ability to work effectively in autonomous or team-based activities whilst successfully working under pressure on more than one project at once
- Experience of successfully setting, managing and reporting on complex multi-centre budgets
- A proven commercial approach, with experience of and interest in product and business development
- Excellent communication skills both written and oral
- Experience of producing and implementing content and event strategies
- Experience of using digital technologies to create new or improve existing business processes and customer service
- Experience of managing multiple contractors, including contracting, budget management, monitoring of delivery, conflict resolution and approvals
- Ability to manage time, including being able to work to deadlines
- Ability to draft reports, correspondence and business documents in a clear and professional way
- Excellent interpersonal and communication skills with an ability to engage effectively with a range of internal and external stakeholders
- Ability to form good working relationships at all levels
- Ability to work methodically and accurately when under pressure
- Ability to make informed decisions and troubleshoot
- Ability to identify areas for improvement and make recommendations for change
- A commitment to maintaining high customer care standards and upholding organisational value
- Educated to degree level or equivalent

Signature:

Name:

Date: