



Royal College of Anaesthetists

## Membership Engagement Administrator

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Directorate: Membership, Media and Development

Reports to: Membership Engagement Manager

Band: B

### 1.1 Job purpose

This role provides a world-class customer service experience to the College's fellows, members, stakeholders and non-members.

In addition to providing accurate and timely responses to membership queries, this role is knowledgeable about the College, the membership categories and their benefits, as well as the subscription collection process, with potential discounts that are available.

This role ensures the College maintains accurate details of the College's membership on the CRM system.

### 1.2 Key tasks and responsibilities

#### Membership Management and Engagement

- Provide a world-class customer service experience to our membership and other people who contact us.
- Champion the improvement of customer service and satisfaction via the effective handling and logging of all enquiries that are received through multiple channels: phone, multiple inboxes, activities logged on the CRM etc.
- Have a full understanding of the membership categories, the options to change memberships and the membership engagement 'touch points' throughout the membership journey.
- Ensure fellows and members receive all benefits of membership to which they are entitled to, such as the monthly / bi-monthly publications according to schedule deadlines.
- Maintain the CRM to ensure that members' of the College, Faculty of Pain Medicine (FPM) and Faculty of Intensive Care Medicine (FICM) are in the correct subscription category, and that subscriptions are collected on time.
- Assist in the processing of membership applications and training forms, as well as membership upgrades in a timely manner. This includes checking 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 upgrading members and subscriptions, including new fellows, and ensuring they are appropriately informed.
- Ensure direct debit details are maintained accurately across College systems and support members with payment queries.
- Support the Membership Engagement Manager during renewal cycles by carrying out data quality assurance checks and responding to enquiries in a timely and accurate manner.
- Provide administrative support for eliciting member feedback and ideas on College work and activities, which will be used to improve future engagement and strategy. This includes administration for the Membership Engagement Panel.

- Maintain offline and online content, such as the membership pages on the College's website.

#### Relationships

- Work to eliminate all processes which do not add value and be willing to suggest areas of improvement regarding membership experience and engagement.
- Work collaboratively with colleagues to ensure individual and team tasks are completed efficiently, effectively and in a timely manner.
- Clearly communicate updates / handover of tasks as and when required with other team members.
- Work collaboratively with colleagues from other teams on membership matters, ensuring that relevant employees receive, in a timely manner, the correct information regarding members' details, as required.
- Work with the team member leading on the membership billing cycles to ensure that all the work is delivered in a timely manner.
- Provide support as required to the CRM Team, utilising knowledge of using the CRM as a super user and the people / communication skills this role requires to great affect e.g., training other colleagues on how to use the CRM.
- Build and maintain working relationships with outside stakeholders s and suppliers as required.

#### Regulation and Information Governance

- Work in a fully compliant way with the Data Protection Act (2018), equality laws and financial statute.
- Understand, keep up-to-date and adhere to BACS regulations.
- Cooperate with the College's external auditors as required.

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

- Proven experience of working in a similar function, such as membership, customer service role, marketing or within a professional membership organisation
- Experience of data handling, including sensitive data and processing financial payments
- Experience of using a CRM system
- Proven administrative skills with excellent attention to detail and the ability to work effectively under pressure
- Excellent customer service and communication skills, both written and verbal
- Ability to tailor communication style to suit the audience whilst being non-judgmental and sensitive to individual differences
- Ability to work in an environment of change, growth and innovation
- Ability to identify issues / problems and come up with proposed solutions
- Understanding of data protection laws
- Understanding of the principles of engagement and marketing

Signature: .....

Name: .....

Date: .....