



Royal College of Anaesthetists

Membership Engagement Administrator

Directorate: Communications and External Affairs

Reports to: Membership Manager

Grade: 6

1.1 Job purpose

As one of the main points of contact for the College's Fellows, Members, stakeholders and non-members, this role will provide and be passionate about providing, a world-class customer service experience at all times. You will provide accurate and timely responses to membership queries and be knowledgeable about the College, the membership categories and their benefits, as well as the subscription collection process, with potential discounts that are available. You will display excellent communication skills when communicating with our members in a clear and professional manner.

You will be proactive, continually looking to develop better ways of working to increase the productivity and efficiency of the team as well as sharing your ideas around membership engagement projects.

The Membership Team provides administrative support to the Association of Cardiothoracic Anaesthesia & Critical Care (ACTACC) in line with the agreed Heads of Terms.

This role will also provide support to the Membership Manager and Head of Membership when membership engagement projects are being developed and implemented.

The Membership Team is a busy function of the College and must work flexibly, with autonomy and togetherness to ensure we deliver.

1.2 Key tasks and responsibilities

Customer Service, Engagement and Communication

- 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
- Coordinate the sending out of the reminder communications according to schedule to chase outstanding membership fees
- Distribute key messages to members regarding membership and College information, and where appropriate, proactively develop appropriate communications for our membership with support from the Membership Manager

- Support the Membership Manager to implement member engagement plans for the recruitment and retention of members/non-members, including feeding into the development of membership categories, segmenting membership with tailored offerings and targeting membership in order to raise awareness of benefits and retain members
- Support the development and delivery of mechanisms to elicit feedback and ideas from our members. Analyse and report the findings and insights to the Membership Manager and Head of Membership
- Coordinate requests of the Membership Engagement Panel and provide appropriate administrative support as required

Team Working

- 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 your team 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 members of staff receive, in a timely manner, the correct information regarding members' details, as required
- Work with the team member leading on the membership renewal 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

Data Quality and Financial Responsibilities

- Ensure membership applications are reviewed, processed and completed in a timely manner, in accordance with the College's Regulations and Ordinances
- Maintain all membership records on the CRM to ensure personal and subscription information for RCoA, FPM and FICM Fellows and Members are up to date and accurate
- Adhere to and understand the College's data protection and information governance policies, in addition to, the General Data Protection Regulation (GDPR)
- Support the Membership Manager during renewal cycles by carrying out data quality assurance checks and responding to enquiries in a timely and accurate manner
- Support the Membership Manager and Head of Membership with the annual College election process to ensure that members can correctly participate according to their category and eligibility
- Understand and keep up to date with and adhere to BACS' regulations regarding setting up, updating and closing direct debit instructions
- Ensure direct debit payers are notified of collection of their subscription 14 days in advance
- Take payments for membership subscriptions, issue receipts and invoices
- Cooperate with the College's external auditors, as required

Membership Service Support for Other Organisations

- Maintain and update the ACTACC membership database meticulously including subscription details
- Administer and disseminate ACTACC membership communications including, but not limited to, ad-hoc emails, regular surveys and e-newsletters (with the possibility of light communication creation)
- Liaise with the ACTACC website supplier on any ad-hoc website issues or development requests

- Carry out the annual membership renewal process, including renewal communications and accounting for the banking of subscriptions
- Manage the annual administration of electronic nominations and elections, liaising with Electoral Reform Services
- Compile and circulate the minutes of two Board meetings per year

Other Duties

- Build and maintain working relationships with outside stakeholders including the distributors of the BJA, print houses, credentialing agencies and other suppliers
- Some occasional travel and occasional overnight stays outside of London might be required
- Any other duty that may be reasonably requested

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
- Proven administrative skills with excellent attention to detail and the ability to work effectively under pressure
- Experience of data handling, including sensitive data, and processing financial payments
- Experience of using a CRM system
- Understanding of data protection laws
- Understanding of the principles of engagement and marketing
- 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
- Comfortable working in an environment of change, growth and innovation
- Ability to identify issues/problems and come up with proposed solutions
- Team orientated individual with a 'can do' attitude

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.

VALUE: EXPERT
COMPETENCY: Empathy with the College and its business
DESCRIPTION: 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

Support & Delivery
<ul style="list-style-type: none"> • Applies knowledge of business to day-to-day activities • Understands team function and how it fits in overall College • Develops a team spirit • Applies a "can do" approach • Understands impact of own role on wider College functions (and vice versa)
Management
<ul style="list-style-type: none"> • Applies their professional expertise to the College • Thinks commercially • Acts as a College ambassador • Delegates fully and effectively • Develops, motivates and engages teams and individuals • Plans resources effectively

- Leads by example

Strategic Leadership

- Champions key direction and strategy
- Encourages and demonstrates entrepreneurialism and cross-College working
- Encourages a high-performance culture
- Understands impact of external changes on the College

VALUE: INCLUSIVE
COMPETENCY: Collaboration and Communication
DESCRIPTION: 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.

Support & Delivery

- Is a team player, open to others' views
- Adapts communication style to situation
- Keeps others informed and updated
- 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: