



Job description

Job title:	Membership Engagement Manager
Grade:	4a
Department:	Membership, Marketing and Communications
Responsible for:	Membership Engagement Assistant
Accountable to:	Director of Membership

Job summary

This role sits within the overall Membership, Marketing and Communications Directorate, which has a clear focus on developing and implementing the College's membership strategy, shaping and strengthening engagement with members at every stage of their career and adding value to their professional lives.

The Membership Engagement Manager will play a key role in implementing the membership strategy, including the development of the offer and overseeing the planning, execution and effectiveness of all membership communications.

Specific duties and responsibilities

1. Membership engagement

- To work with the Director of Membership to develop and implement the 2021 – 2026 membership strategy.
- To develop a compelling offer by career stage so as to maintain and improve member retention and engagement levels, and to maximise new member acquisition.
- To maintain a thorough and up to date cross-College understanding of services and activities and ensure these are being packaged and communicated in the most effective way.
- To actively seek to gain a thorough understanding of the RCS membership base and the issues affecting them and to advise and brief other College teams accordingly.
- To oversee the implementation of regular market research, including competitor analysis, to identify members/stakeholder needs, to support the rationale for the development of member products and services, and to liaise with and advise other College teams as appropriate.
- To work with the Exams team to ensure that the journey from candidate to member is compelling and framed coherently for the candidate and implemented effectively in practice.



Collaboration



Respect



Excellence



- To work collaboratively with the Outreach and Events teams, as well as other teams within the directorate and within the wider College, providing advice and guidance where necessary to ensure we are maximising engagement opportunities and implementing them effectively.

2. Marketing and communications

- To develop member communications in particular around membership renewals and the on-boarding of new members, and to ensure a high quality member experience.
- To ensure that membership communications at all touch points within the membership journey or as part of a non-member relationship, remain relevant and up to date.
- To ensure the performance of the membership communications function is monitored, adjusted and developed so that it continually provides a high standard of service to all relevant stakeholders, resulting in enhanced engagement levels and retention.
- To work closely with the membership, web and IT teams to ensure there is a continual improvement in the information we hold about members and develop our capabilities to use that information to develop products, services and strategic priorities in all areas of College activity.

3. General

- To manage and develop the Membership Engagement Assistant
- To ensure that all UK and international members as well as FDS are fully represented in all strands of work
- To prepare papers and write minutes as required.
- To represent the College at events and exhibitions, building networking opportunities and business partnerships.
- To undertake other reasonable duties appropriate to the grade, as required by the Director of Membership

This job description will be subject to review in the light of changing circumstances and may include other duties and responsibilities as may be determined. It is not intended to be rigid or inflexible but should be regarded as providing guidelines within which the individual works.



Collaboration



Respect



Excellence



Person specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none">• Graduate• Candidates without a degree or equivalent qualification, but with a proven successful and sustained track record as outlined in experience below may also be considered	<ul style="list-style-type: none">• CIM/IDM professional qualification or equivalent marketing qualification (desirable)
Experience and skills	<ul style="list-style-type: none">• A minimum of four years proven and demonstrable achievement in a membership marketing role.• Experience leading multi-channel marketing and engagement campaigns• Knowledge of monitoring metrics through using data, statistics, analytics and insight to inform and evaluate activities effectively• Experience of segmentation and targeting within a customer base• Best practice expertise in: email marketing; brand, writing engaging and impactful copy for a range of channels; social media and CRM• Excellent organisational skills, methodical approach to planning and attention to detail• Excellent written and proof-reading skills• Ability to use own initiative and prioritise workload and manage own and other	<ul style="list-style-type: none">• Experience line managing or supporting others• Experience of working with people at all levels of an organisation including senior staff and board members/ trustees• Budget management• Knowledge of Microsoft Dynamics and Power BI and CMS systems• Developing new business, markets and partnerships



Collaboration



Respect



Excellence



	<p>conflicting priorities while meeting deadlines</p> <ul style="list-style-type: none">• Flexible approach to working• Ability to communicate effectively with both internal and external stakeholders• Excellent team player, with the confidence to contribute to projects and share experiences and expertise with colleagues• IT Literate: Intermediate Microsoft Word, Powerpoint, Excel and Outlook skills• Adobe Creative Suite	
--	---	--



Collaboration



Respect



Excellence



The post holder will also need to demonstrate the following values:

Collaboration	We embrace our collective responsibilities working collaboratively and as one college.
	<ul style="list-style-type: none">• We work together, using our collective expertise and experience to effect positive change• We are open, honest and transparent, straightforward in our language and actions, acting with sincerity and delivering on our commitments• We take our responsibilities to each other, to patient care and to the environment seriously and we act with this in mind across our work
Respect	We value every person we come into contact with at the College as an individual, respect their aspirations and commitments in life, and seek to understand and meet their physical and wellbeing needs.
	<ul style="list-style-type: none">• We treat everyone we meet with kindness and integrity and we seek to promote these behaviours in others• We actively seek a range of views and experiences across our work, and we listen to, and make everyone feel, a valued part of the team
Excellence	We aspire to excellence and success. We share learning from our experiences, apply feedback into practice, and commit to continual improvement.
	<ul style="list-style-type: none">• We work hard to be the best at what we do, recognising and celebrating effort and achievement, and reflecting on our work, so we can learn and improve• We value and invest in research, education and training to drive excellence and put improvements in surgical practice, dentistry and patient care at the heart of our work• We always seek to learn and discover more, valuing knowledge and scientific evidence, basing our decisions on insights, fact and experience

The Royal College of Surgeons of England is an Equal Opportunities Employer. We are open to all talent and we actively ensure that all qualified applicants will receive equal consideration for employment without regards to race/ethnicity, national origin, religion, pregnancy, marital status, sexual orientation, gender identity/expression, age and disability.



Collaboration



Respect



Excellence