

## Job Description

**Job title:** Membership and Affiliate Societies Manager

**Job Context:**

The British Cardiovascular Society (BCS) is a membership organisation with charitable status. The BCS plays a pivotal role in the setting of standards, and through a variety of activities influences the quality of cardiology practice in hospitals throughout the UK. It has a broad education portfolio, contributes to specialist training (and examinations) and has increasing involvement in research activities.

The BCS and Affiliate Societies team is responsible for:

- All aspects of BCS membership for approximately 3,000 members bringing in an annual income stream of £450k annually.
- Membership management and services for seven of the eighteen affiliate societies who work in partnership with the BCS.
- Membership engagement and growth strategy across the UK and internationally to agreed targets
- Membership benefits and services
- Regional engagement with and support to members
- All elements of the members' journey including application, payment, and communications in collaboration with the Digital and Communication teams.
- Providing reports and business intelligence on membership.

**Purpose and scope:**

With approx. 3,000 BCS members and responsibility for management and services to seven affiliate societies of the BCS whom collectively have a further 5,000 members, the Membership and Affiliate Societies Manager is a key role within the BCS.

The role requires a highly organised, pro-active manager with excellent planning skills, sound judgement, a can-do attitude, a desire to drive continuous improvement in a change environment and a willingness to take responsibility and make decisions. The post holder will leads on high profile activities to ensure that BCS's membership is represented, supported and

developed across the UK and internationally.

The Membership and Affiliate Societies Manager is responsible for leading a team of 3 members of staff who deliver core business functions. The purpose of this role is to ensure:

- That BCS's membership strategy is fit for purpose given it is part of and at the heart of our core function. The post holder will help develop the BCS's membership strategy, and will work collaboratively with the team to drive engagement and stay on strategy, with the ultimate goal to grow membership and services ensuring they are first rate and meet our stakeholder needs.
- first rate services are provided to the affiliate societies and their members including: general administrative support, excellent secretariat support and servicing of meetings, support in running annual conferences; supporting annual elections for society posts, managing website content, managing membership data, membership communications and processing of financial information and payments. The post holder will build strong service relationships with the Affiliate Societies and will develop and deliver to agreed Key Performance and Data Indicators.

The post holder will work collaboratively with the CEO, President, and Honorary Secretary who has delegated responsibility from the Board of Trustees for membership as well as members of the Executive and Senior Leadership Team to ensure a collaborative and cohesive approach across business activities. They will provide routine reports to the Affiliate Societies and Committees of the BCS as required.

Business functions:

- Membership engagement, including support to our networks across the UK
- Membership and Affiliate Societies processes and administration, including effective management of subscription income.
- Effective management of all Affiliated Society services provided through the BCS.
- Working with senior managers as part of the management team and the CEO to deliver effectively across the range of BCS functions and in pursuit of its strategy and goals.

The head of membership has broad oversight of a number of complex projects and work programmes across the BCS in order to ensure that activity is focused on membership engagement as part of the BCS strategy. The role also initiates and leads on new developments to bring in positive change both within the BCS and for its stakeholders.

**Reports to:** CEO

**Direct Reports:** Three direct reports

**Works closely with:** CEO, Honorary Secretary, Managers across the BCS, Affiliate Society Presidents and Senior staff and officers, the Membership and Affiliate Societies team, Digital and IT team, Communications function and Finance team based at the BCS and President and Vice Presidents of the BCS.

**Major responsibilities:**

**BCS Membership**

The Membership and Affiliate Societies Manager will:

- Be responsible for the overall engagement activity and its planning and delivery to ensure steady membership recruitment and retention. This includes research, targeted communications, and the delivery and development of a relevant, meaningful, and value for money membership offering.
- Ensure that membership engagement plans and activities are in alignment with BCS and Affiliate Society strategies. This includes a range of areas, including how the BCS values trainees, supports and engages with members during significant issues within the wider workforce, as well to developing a member-focused programme of activities to mark the BCS 100 year anniversary in 2022.
- Ensure that the BCS is a member-focused organisation, with the needs of members understood across the BCS and that activity to support engagement is proactive, responsive to need, and joined up, and that the membership and affiliate societies team are kept up to date on relevant activity taking place within other functional areas of the BCS.
- Ensure effective administrative arrangements including:
  - Ensuring the capture and reporting of relevant information to monitor performance across income and subscriptions

- Ensuring delivery of a high standard of membership service across all channels with engagement messaging fed into communications
- Review and make recommendations for set membership subscription rates, to stimulate growth for agreement through the relevant committees of the BCS
- Escalation of any significant issues with systems, processes, data, or member service to senior level in a timely manner
- Development and delivery of the BCS election process to ensure it is efficient, user friendly, and inclusive.
- Establishment of clear business systems, policies and processes, and a suite of Standard Operating Procedures are in place across key operational activities which are regularly reviewed, updated and complied with.
- Routine communications with Affiliate Society contacts in respect to service provision, seeking regular feedback to support continuous improvement in services and effective management of a complaints procedure.
- Lead the Membership team in the planning and delivery of a membership service and engagement strategy that supports the core BCS strategic goals. This includes:
  - Representing the members' voice across the BCS and ensuring their interests are included in new initiatives, with joined up strategy and priorities.
  - Managing the budget and operational performance of the team, to ensure delivery and strategic investment
  - Monitoring and reporting on membership performance and provide business intelligence, including growth, forecasting, market penetration, and profiling, identifying areas to address, trends, concerns or opportunities, making appropriate recommendations accordingly.
  - Developing and managing a high performing and positive team that works collaboratively together and with other functions and staff across the BCS, to successfully deliver membership strategy and services.
- Contribute to the Communicating and Marketing Committee and Digital Committee work plans and discussions ensuring matters of relevance around membership and Affiliate Society services are raised on a timely basis and aligned and integrated with broader BCS business strategies.

### **Affiliate Society Services Management**

- Ensure service support and provision given to the Affiliate Societies aligns with Service Level Agreements (SLAs) and the Key Performance Indicators therein, and is of an excellent standard representing good value for money.
- Ensure SLAs are updated annually (or as appropriate) in good time and in collaboration with Affiliate Society representatives and that payments are received.
- Ensure Key Performance and Data Indicators are established, delivered to and report on routinely both to the respective Affiliate Societies themselves and also to the relevant BCS Committees.
- Oversee the totality of BCS services and service delivery across the Affiliated Societies for whom these are provided to ensure consistent standards and quality.
- Establish good rapport and strong lines of communication with all Affiliated Societies and explore opportunities to expand services to those Affiliate Societies who procure support services out with the BCS.
- Ensure the effective management of financial arrangements including direct debit runs and the transfer of funds to Affiliate Societies on the terms agreed.
- Ensure the timely submission of reports and appropriate management of data in line with GDWP regulations to international organisations which the BCS partners with.

### **Digital Transformation**

- Work with the Digital Lead, CEO, Honorary Secretary, Managers and team in delivering the digital project (new CRM system, new BCS and Affiliated Societies websites) contributing to membership specification delivery, logistics, plans and information as needed. This will be a substantial activity for the Membership team during 2019 and 2020 alongside core activities.

### **Generic Management Responsibilities**

- Lead and manage respective staff in areas of functional responsibility to deliver the work streams in line with business strategy and plans and timelines set out.
- Promote and establish the regular use of information intelligence applying analytical skills to identify trends, concerns or opportunities, making appropriate recommendations accordingly
- Ensure appropriate and effective information flow of intelligence between the committees and BCS senior staff and officers.
- Act appropriately in accordance with the levels of autonomy and delegated authority, both internally and externally.
- Work collaboratively with BCS officers and colleagues on areas of common interest
- Contribute to the strategic planning for the BCS and the annual business plans or approval by the Board.

- Provide effective line manager support for all staff in the team and to this end comply with BCS HR policies around 1-2-1's, appraisal and personal development reviews.
- Quality manage internal functions to ensure optimal performance and determine and deliver service improvements for all aspects of the team activities including the production of key performance indicators.
- Oversee the production of management information for internal users and external bodies as required.
- Establish and maintain effective and appropriate communications with all relevant stakeholders.
- Join and participate in adhoc groups as required by the CEO and President, deputising as necessary and undertaking responsibility for the drafting of reports and communication updates to key stakeholders as required.
- Ensure effective leadership and management of ad-hoc projects to support new activities and business development, including scoping and due diligence, production of project plans, business cases /proposals and plans for implementation for board approval as directed by the Board, Executive or CEO.
- Establish a high level of credibility and manage strong working relationships with external parties including members, and other key stakeholders.
- Act on adhoc requests for financial information and reports as required by the officers and CEO.

#### **Other Responsibilities**

- Any other duties as may be reasonably expected and which are commensurate with the level of the post.
- Adhere and comply with the provisions of the BCS's Health and Safety Policy.
- Undertake all duties and responsibilities in compliance with the rules and regulations encompassing equal opportunities.

December 2018

**Terms and conditions**

Salary:	Grade E £38,000-£42,750 Appointments are made at the starting point of the band.
Annual leave:	25 days annual leave plus statutory holidays (full time), rising to 27 days after 5 years' service and 30 days after 10 years' service
Other benefits:	<ul style="list-style-type: none"><li>• 35 hour week (may require additional hours commensurate with position)</li><li>• Pension scheme (defined contribution) with employers contribution of 7%</li><li>• Death in Service Benefit</li><li>• Employment Assistance Programme</li><li>• Access to Employee Perks Scheme (through Perk box)</li><li>• Interest-free season ticket loan (following completion of probation)</li><li>• Individual training and development plan</li><li>• Eye Care vouchers</li><li>• Free refreshments Monday - Friday</li></ul>

In consultation with staff, benefits and policies may be reviewed and changed over time.

## Person specification

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*Position:* Membership and Affiliated Societies  
Manager

*Date:* September 2017

<b>General and professional education</b>	<b>Application</b>	<b>Interview</b>
<i>Essential</i> Educated to degree level	✓	✓
<i>Desirable</i> A management or project management qualification	✓	✓
<b>Skills, Knowledge and Experience</b>	<b>Application</b>	<b>Interview</b>
<i>Essential</i>  A minimum of three years' experience of successfully managing a team and delivering results in a fast paced organisational change environment	✓	✓
Experience of leading a core business function, managing budgets and service delivery	✓	✓
Experience and skills in developing and improving customer service	✓	✓
Excellent organisation and planning skills, target focused with the determination to deliver.	✓	✓
Excellent oral and written communication skills and an ability to write reports and papers and present to senior colleagues and stakeholders	✓	✓
Strong team working and interpersonal skills in order to interact with a range of internal and external stakeholders	✓	✓
Ability to provide hands on management and support for the team and motivate them to give of their best	✓	✓
Understands the importance of an evidence based approach, and comfortable with business intelligence reporting	✓	✓
Resilience, flexibility, and ability to cope with pressure, a demanding	✓	✓

workload, and rapid change.		
Ability to deliver efficiencies, improve processes and establish good practices with an ability to get buy in from the team.	✓	✓
Excellent IT/database skills with proficiency in MS Office	✓	✓
Displays right aptitude and attitude in support of leadership goals, change agendas and strategic and operational goals – remaining positive, professional and polite as a matter of course.	✓	✓
<i>Desirable</i>		
Some experience working in membership engagement at a senior level	✓	✓
Relevant experience in business development and/or marketing planning and delivery	✓	✓
<b>BCS competencies</b>	<b>Application</b>	<b>Interview</b>
<i>Essential</i>		
<u>Taking responsibility:</u> <b>Adapts to agreed changes and new ways of working positively, effectively and completely</b> Suggests changes and leads others to be positive about accepting them	✓	✓
<u>Acting professionally:</u> <b>Exercises integrity and judgement in dealing with privileged information or giving information or advice</b> Is fully aware and respects the sensitivities and confidentialities involved with information and data protection and encourages this of others		✓
<u>Collaborating:</u> <b>Takes steps to establish and develop effective relationships both within the BCS and across Affiliate Societies</b> Takes a lead in identifying opportunities for and establishing cross-functional working and developing strong working partnerships across the organisation		✓
<u>Leading:</u> <b>Develop a range of leadership styles and select and apply them to appropriate situations and people.</b> Has a range of leadership styles, and uses them to good effect	✓	✓
<u>Planning/ organising:</u> <b>Identifies how the proposed project fits with the overall vision, objectives and plans of the BCS / Affiliate Societies and any programmes of work or other projects being undertaken</b> Works hard to identify how projects link and contribute to the overall vision and other programmes, and where this is not easily identified, checks with others to confirm the links	✓	✓

<p><b>Uses a systematic approach to planning and organisation to ensure tasks and projects are delivered on time and within budget</b>          Takes a highly structured approach to project work, which can be relied upon to achieve the optimum possible results</p> <p><b>Uses resources well: Evaluates the BCS's use of resources encouraging colleagues to think about and identify ways of reducing expenditure and increasing effectiveness, selecting and pursuing those ideas which have potential for implementation</b>          Within normal operations is quick to identify opportunities for resource efficiencies, working with others to implement ideas that are agreed</p> <p><b>External scanning: Keeps up to date with technical and professional developments whilst collecting and assessing information on the overall performance of the organisation and identifying opportunities where organisational performance could be improved</b>          Is well known for developing own skills, knowledge and expertise and offering the new learning for the benefit of others.</p>	<p>✓</p> <p>✓</p> <p>✓</p>	<p>✓</p> <p>✓</p> <p>✓</p>
<p><b>Other</b>  <i>Able to travel in the UK away from home several times per year including the BCS annual conference in June which all BCS staff are required to attend.</i></p>	<p>✓</p>	<p>✓</p>