



## The Royal College of Emergency Medicine

Role Profile: Senior Membership Engagement Officer

Responsible to: **Membership Manager**

Accountable to: Membership Manager, CEO, Vice President of Membership, Members and Fellows.

Other key working relationships: Vice President (Membership), CEO, Senior Management Team, all college staff, as well as external stakeholders such as college Members and Fellows, staff from other colleges and partner organisations, Membership services officers, Membership Service assistant, Communications Manager, Events Marketing Officer, Head of Training, Head of Exams and all other departments.

Grade: TBC (F)

Contract: Permanent

### **Job Purpose:**

Accountable to the CEO and Vice President (Membership), the Senior Membership Engagement Officer will support the Membership Manager to provide excellent member engagement that delivers exceptional member value through collaboration and innovation.

To be a success in this role the post holder will need to demonstrate excellent planning skills, as well as high levels of creativity that result in high-quality and engaging multimedia content/communication for The Royal College of Emergency Medicine's (RCEM) audience via our digital platforms and traditional printed material. This is a pivotable role and involves working across all elements of Membership Engagement, this includes providing supervision and cover for the Officer and Assistant roles within the department.

### **Key Responsibilities**

#### Member Engagement

- To develop and manage relevant and dynamic digital content and coordinate online activities that boosts engagement with RCEM members and enhances the College's reputation while improving recruit and retention of members.
- To ensure that all content communicated to members and the platforms used continue to remain relevant and accurate. All engagement activities should be effective, accessible and developed with both the current and future needs of members and other stakeholders in mind.

- To produce compelling content that promotes, engages and supports members with the aim to improve recruitment and retention of members.
- Provide members with the information they need to maximise engagement with the College and make the most of their membership and the services the College provides
- Produce engaging written content for all communication channels including website, social media and e-newsletters through coordination with the Membership Manager and Communications Manager.
- Support the Membership Manager to create and implement a membership communications strategy.
- Support the Membership Manager with planning and delivering strategies to improve membership engagement.
- Leading by example in conjunction with the Membership Manager to setting the tone of the high-quality service to be delivered by the team. Demonstrating this through delivering practical and informed advice and support to members and stakeholders, via phone, email and face to face when required.

#### Staff/team supervision

- Leading on the College Values setting the example and providing support to the team in conjunction with the Membership Manager.
- Deputise for the Membership Manager, including the supervision of members services officers and member services assistant as well as taking on responsibilities and tasks as required to support the Membership Manager.
- Working in partnership with the Membership Manager for supervision of Member Services Officers and Member Services Assistant, including the ability to provide constructive feedback when requested by the Membership Manager.
- Assisting the Membership Manager to set KPIs and SLAs for the department and to ensure these are met.
- To act as an escalation point for the membership service officers, member services assistant and other College staff when dealing with enquiries and complaints adhering to the Colleges complaints process.
- Taking accountability for the College's delivery of high-quality service provided to members via phone, email and face to face when required.

#### Delivering best practice

- To work in partnership with the Membership Manager to monitor trends in membership and look to identify future trends.
- To continually review processes to ensure they continue to deliver efficiency and accuracy and seek collaborative opportunities to identify best practice.

#### Collaboration

- To work in partnership with the Membership Manager in keeping records and producing detailed, accurate and timely reports on membership statistics for senior management including the CEO, Vice President for Membership and College Council.
- To stay updated on policy activity being conducted by the College and changes from the specialty to be able to provide informed advice to members and stakeholders.
- To stay updated on the latest developments in the services, resources and benefits

being provided by the College to be able to provide informed advice to members and stakeholders.

- Work closely with other College colleagues to provide consistent communications to members.

#### Other

- Any other tasks that are deemed reasonable and relevant by your line manager or senior management.

### **COLLEGE POLICIES AND PROCEDURES**

The post holder is expected to follow all College policies and procedures including those covered in the College HR manual.

### **CONFIDENTIALITY**

All employees are under an obligation to ensure that any information that he or she has access to, relating to RCEM business is kept confidential.

### **HEALTH AND SAFETY**

Employees must be aware of the responsibilities placed on them under the Health and Safety at Work Act (1974), to ensure that the agreed safety procedures are carried out to maintain a safe environment for employees and visitors.

### **COLLEGE VALUES**

#### Reliability

Ensuring our stakeholders receive a dependable, effective and efficient service.

Required behaviours:

- Ensuring the continuity of services during absences
- Providing information and material on time: keeping our promises
- Ensuring work has been completed to the right standard
- Being clear about our requirements and the regulations that guide our work

#### Communication

Communicating internally and externally in a proactive way.

Required behaviours:

- We are open, approachable and encourage communication
- Updating stakeholders through regular sharing across the range of our activities internally and externally
- Communicating our strategy so that our stakeholders understand what we are aiming for
- Our communications are straight forwards, helpful, clear and concise
- Listening to the views of others to understand individual needs and requirements

## **Respect**

Treating our stakeholders and colleagues with respect.

Required behaviours:

- Appreciating and valuing the work and contribution of others
- Respecting the opinions and views of others
- Trusting each other to do the right thing
- Dealing with colleagues and stakeholders professionally
- Demonstrating that respect in the way in which we communicate

## Excellence

Enabling high standards of work to be maintained.

Required behaviours:

- Providing an accurate and responsive service
- Routing stakeholders quickly to the right contact point to deal with any questions
- Setting and communicating clear objectives and timescales for our work
- Measuring our performance against our standards
- Working to the best of our abilities and seeking opportunities for continuous improvement

## Equality

Treating all stakeholders internally and externally fairly.

## **RISK MANAGEMENT**

All staff have a responsibility to identify risks and report these to their line manager. In addition to report all accidents or incidents promptly and when requested to co-operate with any investigation undertaken.

## **EQUAL OPPORTUNITIES**

The RCEM is committed to its equal opportunities policy and it is the duty of every employee to comply with the detail and spirit of the policy.

## **ADDITIONAL INFORMATION**

This role profile is intended to provide a broad outline of duties that may be required and is not intended to be exhaustive. It is subject to review and amendment in consultation with the post holder in order to reflect changes in the pattern, organisation and development of the services required.

## Person Specification

Essential	Desirable
<p><b>Practical Experience</b></p> <ul style="list-style-type: none"> <li>• Practical knowledge and experience of updating and managing online content.</li> <li>• Previous experience of successfully implementing process improvement to improve the member experience.</li> <li>• Proven experience of delivering consistent high caliber customer service.</li> <li>• Previous experience of working within a similar role in a membership environment.</li> </ul>	<ul style="list-style-type: none"> <li>• At least five years' experience of working at similar seniority within a similar role in a membership environment.</li> <li>• Previous experience of supervising and motivating a team</li> </ul>
<p><b>Skills</b></p> <ul style="list-style-type: none"> <li>• Strong organization with excellent time-management skills and multitasking ability.</li> <li>• Have excellent clear and concise written and verbal communication skills</li> <li>• Exceptional communicator and an outstanding copywriter</li> <li>• Experience of using a range of programmes and software to develop communications and content</li> <li>• Experience of confidently responding to incoming enquiries from professionals (preferably within the medical sphere)</li> <li>• Experience at a senior level of conflict resolution and challenging conversations</li> <li>• Proven ability to clearly and confidently communicate with individuals from all levels of seniority</li> <li>• Ability to work collaboratively with other stakeholders towards a common goal</li> <li>• Competent IT skills with familiarity of MS office and the ability to develop their skills to meet the requirements of the role</li> </ul>	<ul style="list-style-type: none"> <li>• Excellent written communication skills, with particular experience in writing for the web, digital platforms and for newsletters,</li> <li>• Experience of developing engaging online content</li> <li>• Experience and competence in analyzing data and reporting on trends</li> <li>• Experience of having used College systems, Imis CRM and dotdigital mailing platform.</li> <li>• Strong IT skills including advanced Microsoft skills, confident and frequent Social Media user from a professional perspective and experience of other relevant platforms</li> </ul>

<p><b>Knowledge</b></p> <ul style="list-style-type: none"><li>• A good understanding of modern communication channels including Social Media and how to utilize these to their full potential.</li><li>• Strong understanding of what good customer service looks like and how to deliver this</li><li>• Experience and knowledge of website usability, accessibility, and design.</li></ul>	<ul style="list-style-type: none"><li>• Knowledge of UK healthcare systems</li><li>• Knowledge of medical career paths</li><li>• Knowledge of membership sector and trends, ideally an active member of the MemberWise Network.</li></ul>
<p><b>Personal qualities</b></p> <ul style="list-style-type: none"><li>• Able to develop friendly, positive relationships with a range of stakeholders and provide them with excellent service</li><li>• Enthusiastic, energetic and creative</li><li>• Ability to manage competing priorities and deliver to often-tight or suddenly imposed deadlines</li><li>• Ability to schedule, plan, organise and prioritise workloads</li><li>• Willingness to investigate, learn and use new systems and technologies as appropriate</li><li>• High level of resilience and empathy in the support of resilience in others.</li><li>• Commitment to respecting confidentiality in others</li></ul>	