

The Chartered Society of Physiotherapy

Job description

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| Job title: | Member Engagement Officer |
| Directorate: | Strategy, Policy and Engagement |
| Team: | Member Engagement |
| Grade: | 5 |
| Hours: | Full time, 35 hours per week |
| Accountable to: | Member Engagement Campaigns Manager |
| Responsible for: | Guidance and coordination of contractors and project teams as required |

Main purpose of the post:

To support successful delivery of our member engagement plans, by:

- developing, managing and delivering relevant initiatives and communications
- directly engaging with relevant members and member groups
- collaborating and coordinating with other CSP engagement staff and related roles

Main duties and responsibilities:

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| 1. | Develop, deliver and manage engagement-related projects, events and other activities that help meet our strategic member engagement objectives. Guide and coordinate the input of colleagues as required where you are the project lead. Contribute collaboratively where you are a team member. |
| 2. | Coordinate, produce and deliver multi-channel communications that support our member engagement communications plan. Review and act upon members' responses appropriately. When necessary, support communications activities on related themes, for example to provide cover for fellow communications and engagement officers. |
| 3. | Using both virtual and in-person approaches, connect with CSP members and member networks, individually and collectively, to raise their awareness of and encourage their engagement with our work. |
| 4. | Contribute to our collective insight into members' needs, preferences and behaviour, through your contact with members and member networks, and through your analysis of performance data from our comms and engagement channels. |
| 5. | Evaluate the effectiveness of existing member engagement activities, reporting with evidence-based recommendations for their improvement or alternative approaches. |
| 6. | Use initiative, creativity and insight to develop ways to improve our impact within the scope of your role, making the case for new activities that could help us meet our engagement objectives. |
| 7. | Collaborate with colleagues in CSP engagement roles to support our member engagement aims. Learn from each other and use your collective insight to shape future work. Maintain, promote and evaluate evidence-based resources to support this. |

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| 8. | Actively promote equity, diversity and belonging in all aspects of the work and contribute to the delivery of the CSP's equity, diversity and belonging priorities. |
| 9. | Demonstrate the CSP's values throughout your work and act as a positive role model to colleagues. |
| 10. | Maintain and contribute a high level of knowledge of best practice and continue to develop personal skills as they relate to the role. |
| 11. | The duties and responsibilities highlighted in this job description are indicative and may vary over time depending on business need. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and scope of the post and in accordance with the needs of the team. |

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Person Specification

The person specification below outlines the essential and desirable experience, knowledge and skills required for this role. Evidence for behaviours, knowledge and skills will be looked for throughout the selection process.

E – Essential requirements are those without which the job could not be done.

D – Desirable criteria are those that may enable better or more immediate performance in a job.

| | Essential or desirable (E/D) | Assessed by application, interview, test or presentation (A/I/T/P) |
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| Educational Requirements | | |
| Degree level or equivalent knowledge and skills through experience | E | A |
| Previous Experience | | |
| Delivering significant member or customer engagement in a membership organisation or similar context | E | A/I |
| Production of clear and engaging communications, which make best use of digital, print and in-person channels, to support engagement objectives in a membership organisation or similar. | E | A/I |
| Skills and Knowledge | | |
| Be able to interpret a project brief and develop practical and innovative solutions that meet the required outcomes. | E | A/I |
| Be able to manage projects, including events, effectively and efficiently, using your initiative, collaboration and decision-making to achieve planned outcomes. | E | A/I |
| Be able to commission internal and external suppliers or contractors, developing an appropriate brief and ensuring they are | E | A/I |

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| guided in working alongside colleagues to deliver work in a timely manner. | | |
| Be able to collect and interpret data and insight about our diverse membership to inform effective and targeted engagement activity | E | A/I |
| Be able to evaluate the impact of our engagement work and produce clear, well-evidenced reports that support business decision-making | E | A/I |
| Be able to develop productive working relationships with colleagues, members and member groups, that support collaboration and sharing of learning | E | A/I |
| Be confident engaging and influencing large and small audiences in person whether through presentations, running meetings or facilitating workshops. | E | A/I/P |
| Have knowledge and understanding of equality and diversity principles and the ability to work to them in implementing engagement activity. | E | A/I |
| Have a high level of organisational skills and the initiative to prioritise work in line with changing and competing demands. | E | A/I |
| Have intermediate level skills in the main Microsoft Office applications, including Word, Excel, PowerPoint, Outlook and Teams | E | A/I |
| Other Requirements | | |
| Be committed to CSP's values (courage, inclusivity, integrity and learning) and to continuously improving our culture. | E | A/I |
| Maintain a high level of knowledge of best practice, and be committed to your professional growth | E | A/I |
| Take responsibility for ensuring that data relating to this role is accurate and up to date, whilst being aware of sensitive and confidential data. | E | A |
| Be able to attend in person member engagement events and conferences as required | E | A |
| Have an awareness of and commitment to trade union principles | D | A |
| Be willing, on occasion, to be available outside of standard working hours for essential duties. | D | A |