

Role Description

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| Job Title: | Membership and Elections Manager |
| Reports to: | Head of People and Resources |
| Line reports: | Membership Administrator |
| Contract terms: | 35 hours per week |
| Salary: | £53,694-£55,168 |
| Location: | 18 Stephenson Way, London NW1 2HD. |
| Hybrid working | Three days a week from home/remotely, subject to commitments in any given week |

The Royal College of Ophthalmologists (RCOphth) is a membership organisation and the voice of the profession, with over 4,000 members in the UK and overseas. Our role is to champion the specialty, set standards of training and practice, and influence change to make a difference to the lives of patients with eye conditions.

Main Purpose

This role is an exciting opportunity for you to play a leading role in the development and delivery of our new membership strategy. You will understand membership dynamics and ensure members experience a personalised approach that guarantees value to them.

You will work closely with colleagues to ensure that the membership offer and experience is optimised. This includes our regional and devolved nation leads, where you will support our activities, recruitment and engagement of members in these areas.

You will drive member engagement and lead the recruitment and onboarding of new members to the College as well as manage the promotion and election process for member opportunities within the college.

You will also represent the college both nationally and internationally, working closely with the Head of Communications and Engagement to build on our presence and voice, reaching new audiences and attracting new members.

Key responsibilities

- manage resources and budgets, working collaboratively with internal and external stakeholders while developing and delivering strategic and tactical plans
- deliver the college membership strategy, working to ensure relevant employees and College members are involved in the activities identified to drive innovation and improvements
- provide clear and concise membership reporting to help key stakeholders understand our membership position and any areas of concern or opportunities for growth
- ensure membership value proposition is clearly communicated and understood across the organisation and ensure all website content is up to date and consistent
- keep abreast of best practice in membership recruitment, retention and the external environment through networking and professional development opportunities

- analyse member data, survey outputs and external environment to identify trends, gain insights and intelligence which inform the value proposition
- support communications and engagement team on member segmentation and lead on the development of automated personal and targeting messaging at appropriate stages in the membership life cycle
- actively promote the diversity of members by identifying and removing barriers and acting internally and externally as a champion for equity, diversity and inclusion
- manage a £1m+ budget, including achieving income targets and monitoring expenditure against forecast
- manage the Membership Working Group to maximise strategic impact and new approaches to membership services
- oversee the collection of annual membership subscription fee which account for almost a third of the Colleges annual income
- work collaboratively with colleagues both internally and externally to organise national, regional and international opportunities to grow our membership. Travel extensively to represent the college and promote the member offer at these events
- lead and support the team, including through the identification and delivery of professional development opportunities
- manage the integrity of membership data in compliance with UK GDPR

Elections

- plan and organise the College elections, working collaboratively with all relevant departments and committee managers to ensure a seamless recruitment process
- drive member engagement during elections through clear communication, marketing of opportunities and outreach to eligible members
- communicate with unsuccessful election applicants to sensitively inform them of the election result and ensure they remain an engaged member and signpost them to other opportunities that may be suitable for them
- ensure equity, diversity and inclusion is at the core of our recruitment processes to ensure the college governance structure is representative of our membership and wider society
- maintain an overview of all committee appointments and vacancies
- manage the onboarding process of new appointments with the support of the College Executive Assistant
- measure and monitor election rounds to report successes as well as identify future opportunities and implement improvements to systems and processes
- provide election reports and insights to the Board, Honorary Secretary and SMT when required

To undertake other duties as required:

- Undertake any other reasonable duties as required by the College
- Regular travel is expected, including attendance at events, Conferences and overnight stays. Working outside normal hours may also be required from time to time on key projects

Person Specification

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| Knowledge, Qualifications and Experience | • strategic experience in a membership or donor-based organisation |
| | • processing direct debit subscriptions |
| | • CRM and/or membership databases knowledge |
| | • leadership & management qualification or relevant experience |
| Skill and Abilities | • a proven track record of delivering positive results in a membership environment |
| | • ability to deliver strategic aims/priorities and meet challenging targets |
| | • Can use discretion and apply guidelines sensibly and consistently |
| | • Ability to work accurately and methodically under pressure and with conflicting demands |
| | • Can deal with a varied workload, multi-task and work to tight deadlines |
| | • Ability to work and communicate effectively with people at all levels, including staff and clinicians |
| Personal attributes | • Work professionally and ethically in line with our values of Inclusion Integrity, Innovation and Improvement |
| | • support the Head of People and Resources with other aspects of the department's work |
| | • participate in personal and organisational development activities |
| | • commitment to equity, diversity and inclusion with an understanding of how this applies to own area of work |
| | • committed to continuing professional development |
| | • Solution orientated with a drive to find opportunities for improvement and innovation |

Inclusion and Diversity statement

RCOphth is committed to encouraging inclusion, equity and diversity among our staff, and eliminating unlawful discrimination, harassment and victimisation by complying with the Equality Act 2010. We want a working environment where individual differences and the contributions of all staff are recognised and valued. To do this, we will proactively tackle discrimination and disadvantage and ensure that no individual or group is directly or indirectly discriminated against for any reason. We expect all employees to champion and live our values through their work at every opportunity.

Our values are:

Inclusion

- ✓ actively welcoming a diversity of experiences and perspectives
- ✓ everyone being respected and encouraged to participate regardless of their background or role

Integrity

- ✓ being open and honest, demonstrating accountability in all its work
- ✓ evidenced-based and transparent decision-making, utilising a range of data, information, expertise and experience

Innovation

- ✓ creating novel opportunities to advance and deliver on its aims, anticipating changing circumstances
- ✓ actively welcoming fresh ideas and approaches
- ✓ fostering a climate of ambition and excellence drawing on expertise from across the College's communities

Improvement

- ✓ being a learning organisation, reflecting on both successes and mistakes
- ✓ continuous and sustainable development across all its activities

Staff benefits

We offer a friendly and supportive working environment and make sure our employees are well looked after with a great benefits package, which includes:

Work life balance and family friendly benefits:

- Hybrid working
- 25 days of annual leave, increasing to 30 days with length of service (plus bank holidays and office closure between Xmas and New Year)
- 1 day of paid leave to move house
- Enhanced parental leave

Planning for your future:

- Employer pension contributions are double the employees, up to a maximum employer contribution of 12%.
- Life assurance of 4x of base salary

Career development

- All staff are offered opportunities for learning and development, in addition to a comprehensive e-learning package
- Study loans

Travel

- Season ticket loan
- Cycle to work scheme

Wellbeing

- Eye test contribution
- Summer Fridays (staff can finish 90 minutes early from 17th July – 31st August)
- Enhanced Employee Assistance Programme (with access to free counselling sessions)
- Free flu vaccinations

How to apply

Please submit your 2-page CV and 1-page covering letter to staff.vacancies@rcophth.ac.uk. The cover letter must explain what makes you suitable for the role. Please use the Job Description for reference.

Interviews will be held at our office in Euston, **Friday 12 July**. Please indicate if you are likely to need any reasonable adjustments to successfully complete this interview.

Applicants must already have the right to work within the UK without restriction. Only shortlisted candidates will be contacted.

The closing date for applications is **12noon 8 July**.