



The ROYAL
SOCIETY of
MEDICINE

Job Description

Director of Engagement

**A mixture of office (central London) and remote working is anticipated with this role
Full Time Permanent Position Salary £80,000**

OVERALL AIM

The Royal Society of Medicine (the “Society”) is a charity whose mission is to share learning and support innovation across all areas of healthcare. The Society is a leading provider of continuing learning for healthcare professionals and is a membership organisation with over 20,000 members in the UK and overseas.

A new strategy was launched in 2021 and given the significant changes brought about by the Covid-19 pandemic, the Society is embarking on exciting transformational projects. The Director of Engagement will play a crucial role in leading, influencing and supporting these new developments.

JOB PURPOSE

The overall aims for the Director of Engagement are to grow the Society’s membership numbers and income through the development and delivery of strategies to retain and recruit members, grow attendee numbers for the Society’s education programmes (in-person and online) and to maximise engagement and income from affinity partnerships.

The Director of Engagement reports to the Chief Executive, is part of the Senior Management Team (SMT) and attends Council and relevant Council Committees. The Director is responsible for the Engagement team of 11 people.

As part of the SMT, the post-holder is required to successfully contribute to the overall strategic direction of the Society, working across the organisation to drive and support delivery of its priorities and address challenges.

KEY RESPONSIBILITIES

The specific responsibilities of the role are:

Engagement

- develop and deliver effective strategies to significantly grow the Society’s membership numbers and income by developing clear value propositions that support retention and recruitment of members;
- work across the Society to ensure that all areas are working together to support the best offering and service for members, growing membership loyalty and fostering an enhanced RSM community;
- develop business cases based on data to support the investment in membership recruitment;
- review and lead the development and implementation of integrated, multi-channel marketing and communication strategies aimed at increasing membership numbers and attendee numbers at RSM educational events, working closely with the Director of Learning and Director of Communications;

- identify and develop joined up strategies to maximise membership use of the Society's club facilities and associated initiatives, working closely with the General Manager of Commercial Services and other senior colleagues;
- ensure effective customer relationship management processes and systems are in place and integrated across the Society;
- lead the creation and implementation of new affinity partnerships to support members and maximise income, building on the strong RSM brand;
- be a member of and proactively contribute to the team responsible for the development of the Society's digital strategy; and
- liaise closely with the Chair of the Membership Committee and to service quarterly Council and relevant Committee meetings.

Stakeholder Management

- work directly with the senior volunteers at the RSM (President, Council members and members of the Society), other members of the SMT and staff to ensure the best experience for members and education attendees when interacting with the Society;
- work directly with third party providers of services to the Engagement team;
- develop relationships with potential and existing affinity partners, identifying and maximising commercial opportunities; and
- understand the requirements of stakeholders, influencing and negotiating where required, and ensuring a high level of communication to and consultation with all stakeholders.

Financial management

- agree the annual financial budget for the department, ensuring value for money and meeting targets, as appropriate;
- manage monthly management accounts and reforecasts; and
- undertake financial and operational reporting, including ensuring appropriate reporting to Council and Council Committees.

People management

- identify a team operating model that will support delivery of the Society's strategic priorities;
- recruit, manage and appraise members of the Engagement team;
- identify staff development needs, provide training, coaching and mentoring;
- set direction and goals for the Engagement team and lead delivery; and
- promote a high-performing and engaged culture within and across teams.

KEY RELATIONSHIPS

The Director of Engagement works closely with senior volunteers at the RSM including the President, other Council members and members of the Society.

Key internal relationships are with the Chief Executive, the other Directors, Heads of Department and other members of staff.

Key external relationships are with commercial organisations involved in affinity partnerships and reciprocal memberships and medical education organisations. They are also with external organisations providing services to the Engagement Team.

PERSON SPECIFICATION

Qualifications, knowledge and skills

- educated to degree level or equivalent experience with relevant post graduate qualification;
- ideally MCIM or FCIM level membership of CIM;
- proven track record of developing and implementing strategies for income and membership growth in a membership organisation;
- experience of operating at a strategic level in a membership organisation;
- proven successful experience of developing strong, commercial partnerships and negotiating successfully;
- exceptional analytical, business planning and financial management skills, with a passion for information and insight;
- demonstrable experience of delivering successful multi-channel marketing campaigns;
- experience of preparing and managing budgets, developing performance indicators and in monitoring and reporting activities;
- exceptional verbal and written communication, problem solving, and interpersonal skills and an ability to build buy in and credibility at all levels;
- excellent senior level stakeholder engagement skills and people management;
- demonstrable digital skills and a strong awareness of digital trends; and
- excellent team work, collaboration skills and stakeholder management and development skills.

Competencies

Strategic thinking/visioning

Project management

Analytical

Commercially focused

Relationship management

External awareness

Flexibility/adaptability

Organisational values and behaviours

The post holder must always when undertaking responsibilities and interacting with others:

- a) Uphold the RSM values. Specifically treating others with RESPECT, INVESTING in people to help them develop and grow, striving to continuously IMPROVE what we do by setting ourselves and others stretching objectives and measuring outcomes, LISTENING to colleagues and customers, COLLABORATING to achieve new ideas and DELIVERING our intentions.
- b) Adhere to the Society's Health and Safety regulations and ensure the safety of oneself and others engaged in the RSM premises and work by reporting hazards to a senior manager for address or taking actions (where possible) to remove safety hazards.
- c) Adhere to the Society's GDPR regulations and only use data as required to undertake their role and handle it in an appropriate and confidential manner.
- d) Fully subscribe to the spirit of and adhere to the Society's people policies and the RSM's Code of Conduct.