

# Membership Engagement Officer

## Job Description

Responsible to

Head of Membership

Key working  
relationships

VP Membership, Committee Chairs, Member Engagement Group, Teams across the College in particular those in service delivery and communications, and colleagues across the Academy of Royal Colleges.

Grade Level

3

Contract

Permanent

Job Purpose

The Membership Engagement Officer will be responsible for increasing engagement with members, enhancing member experience, driving engagement initiatives, and increasing membership retention. This role involves developing strategies to engage, communicate and connect with members across the whole of their membership journey, gathering feedback, and ensuring that the College offerings are continuously reviewed to ensure we meet membership needs and interests as far as is possible within the remit of the College. The role holder will also be responsible for delivering key outputs which demonstrates the work of the College for its members – eg annual report.

# Key Responsibilities

## Member Engagement

- In partnership with relevant colleagues, develop and implement strategies to attract, engage and retain members through events, newsletters, social media, and other communication channels based on member needs, ensuring opportunities for two-way communications and engagement.
- Manage and maintain a network of volunteers of members who can be used to help inform and develop the membership development work (Member Engagement Group) and who can be used as ambassadors for the College.

## Member Value

- Under direction of the Head of Membership, support the delivery of the Member Value Proposition work which should be reviewed on a regular basis.
- Under the direction of the Head of Membership, support the delivery of specific content and communications with the newly established membership personas that aim to increase engagement and retention.
- Develop content that caters for our differing personas and membership groups, whether via type, demographics or diversity.
- Communication: Working with the communications team to create and manage engaging content for member communications, ensuring timely updates and relevant information on a regular basis.

- Content coordination: Build relationships with relevant stakeholders internally and externally to research and deliver content in different mediums to our audiences. This includes working with our EMJ Supplement editors to develop engaging content for members and supplying content to meet publication deadlines.
- Technology: Ensure the best use of emerging channels and technology – eg podcasts, apps, webinars – to deliver content to members, segmented to our different audience members.
- Feedback and Analysis: Gather and analyse member feedback to inform development and identify opportunities for improvement. This will include our compliments, comments and complaints feedback, surveys, insight gained from analytics, polls and face-to-face opportunities at existing events (eg conferences).
- Events Coordination: Plan and deliver member events, workshops, and networking opportunities to foster community and collaboration. Working with the Events and Marketing team to ensure the delivery of the AGM and its associated content each year.
- Membership Growth: Collaborate with colleagues to develop campaigns that attract new members, retain existing members and promote membership benefits for a life-long journey of membership.

- **Relationship Management:** Build and maintain strong relationships with members and key stakeholders (such as committee cluster leads) in order to develop content which demonstrates the work of the committees and the value it offers its members.
- **Reporting:** Track engagement metrics and prepare reports for senior stakeholders (including SLT, Council and Executive committee)– including the production of the annual report - to evaluate the effectiveness of engagement strategies.

# Values

## Respect each other's experience.

We celebrate the rich diversity of the RCEM ecosystem - employees, members and stakeholders. We respect each other's experience, meeting each other with dignity and humanity at all times.

## Act with integrity, always.

We hold ourselves to the highest ethical standards, fostering trust and transparency within our College and with our members.

## Collaborate for growth.

We know that teamwork and initiative are the key to achieving our strategic aims, and we actively seek opportunities to work together and leverage our diverse perspectives.

## Innovate relentlessly.

We create the conditions for a culture of continuous improvement, nurturing creativity and the pursuit of new ideas to drive positive change within our organisation.



### This comes to life when we:

- Each contribute actively to strengthening a culture where different perspectives are expressed, encouraged and heard.
- Treat colleagues, members and stakeholders as valued equals.
- Do our best to be present for each other, interacting in an open and transparent manner.
- Acknowledge & challenge inappropriate behaviours and practices, offering support and seeking solutions.



### This comes to life when we:

- Do what we say we will do, communicating clearly and openly.
- Take responsibility and accountability for our actions, celebrating when things go well and staying curious about how we can learn from mistakes.
- Demonstrate patience and flexibility, even when things don't quite go to plan.
- Commit to a strong work ethic, striving to produce high quality work that is consistently delivered on time.



### This comes to life when we:

- 'Collaborate by default', continually looking for ways in which we can join forces with colleagues, members and stakeholders to meet the College's objectives.
- Pay attention to the quality of our relationships, cultivating connection and fostering a positive working environment grounded in respect and integrity.
- Ask for feedback, reflect on it and learn from our personal and collective experiences.



### This comes to life when we:

- Identify creative ways to optimise our resources by planning ahead and anticipating organisational, operational and customer needs and demands.
- Anticipate and welcome change as an inherent part of a growing, evolving organisation, and meet this change with hope and optimism.
- Acknowledge the importance of psychological safety as a prerequisite for innovation, actively encouraging risk-taking and creating a 'no-blame' culture.
- Have the courage to step outside our comfort zones, learning new skills and trying new approaches.
- Prioritise sustainable solutions, with choices that are in the long term interest of the College and our organisational objectives.
- Embrace the value of automation, by refining and automating processes - personally and operationally - wherever possible, to improve efficiency and effectiveness.

# Person Specification

## Essential

## Desirable

### Qualifications

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| <ul style="list-style-type: none"><li>• A- level or equivalent standard in written English</li></ul> | <ul style="list-style-type: none"><li>• Educated to degree level or equivalent experience</li><li>• Further education / qualification in communications, marketing or a related field.</li></ul> |
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### Practical experience

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| <ul style="list-style-type: none"><li>• Proven experience in member engagement, communications, or customer relations role.</li><li>• At least two years' experience of working in a similar role.</li><li>• Practical knowledge and experience of updating and managing CRM and similar systems and using data to identify trends.</li><li>• Proven experience of delivering consistent high caliber communications to segmented audiences to drive engagement and retention</li><li>• Experience of successfully implementing process improvement to improve the member experience.</li><li>• Experience of delivering member-focused communications and events and using two-ways channels to improve</li><li>• Experience of researching or handling requests for information and accurately relaying the information to colleagues</li></ul> | <ul style="list-style-type: none"><li>• Experience of working within a charity with an awareness of fundraising</li></ul> |
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### Skills

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| <ul style="list-style-type: none"><li>• Excellent written and oral communication skills, with the ability to communicate to a wide variety of audiences</li><li>• Strong organisation and time- management skills, with ability to work to deadlines and multi-task</li><li>• Experience in problem solving</li><li>• Proven ability to clearly and confidently communicate with individuals from all levels of seniority</li><li>• Ability to work collaboratively with stakeholders and colleagues towards a common goal</li><li>• Ability to take complex information and turn into digestible content</li><li>• Able to build strong relationships with stakeholders</li><li>• Digital skills and ability to deliver multi media comms for different channels, including social media</li><li>• Ability to make sound judgments, and understanding of what makes engaging and relevant content for the audience in question</li></ul> | <ul style="list-style-type: none"><li>• Experience of having used College systems, iMIS CRM and dotdigital mailing platform.</li><li>• Experience of confidently responding to incoming enquiries from stakeholders whose first language might not be English</li></ul> |
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- Accuracy, attention to detail, good proof-reading skills and ability to adapt writing styles for different channels
- Capability to be a self-starter but also a team-player that can work closely with colleagues.
- Microsoft proficiency: Outlook, Word, Excel
- Social Media sites: X, Facebook, Instagram, TikTok and LinkedIn

## Knowledge

- Strong understanding of what good engagement and customer service looks like and how to deliver this
- Knowledge of design packages eg Canva and video editing skills
- Knowledge of how to maximise reach across social media channels to target audiences
- Knowledge of GDPR and data protection legislations across the UK and how that is applied to our work
- Knowledge of UK healthcare systems
- Knowledge of medical career paths
- Knowledge of membership sector and trends, ideally an active member of the MemberWise Network.
- Knowledge of the work that Royal Colleges do
- An awareness of the political environment and legislative process

# Policies & Guidelines

## 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.

## 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.

# Organisation chart

