



Job Description

Section 1 - Description

Job Title: Membership Support Officer (FTE, Grade 3)
Location: Membership and Engagement
Reports to: Membership Support Manager
Date: July 2022

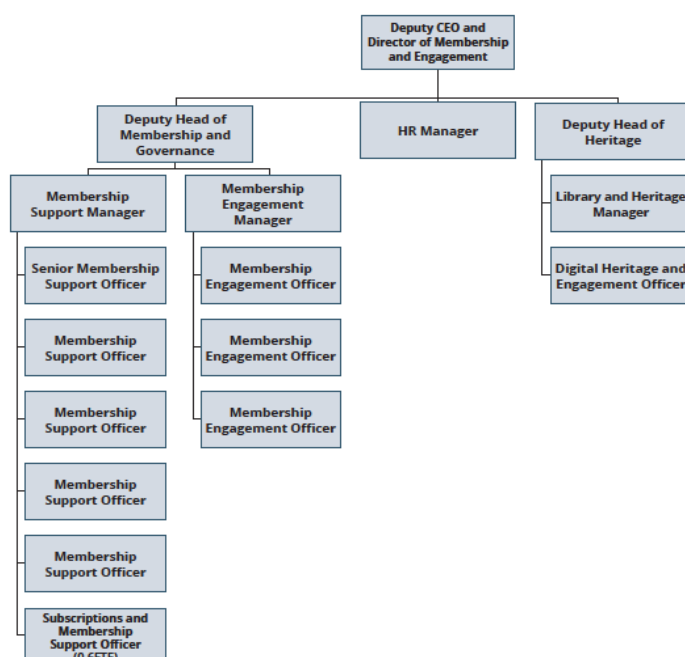
Section 2 - Job Purpose

Reporting to the Membership Support Manager, the Membership Support Officer will communicate with members to deliver a first-class, high value experience through a range of advice and support services, by supporting new members with the joining process, understanding individual member needs, signposting relevant products and services and effectively supporting members who are considering leaving.

S/he will be a highly effective communicator and knowledgeable on the career pathways and membership benefits for clinicians at all career stages.

S/he will also have a close working relationship with the other teams across the College providing seamless and effortless customer service for members and prospective members.

Section 3 - Organisation Chart



Section 4 - Main Responsibilities and Role

- Providing a first class, seamless experience for all members and prospective members
- Effectively support and build and maintain relationships (via phone, email and face to face) with, for example, prospective members enquiring about joining, current members with low engagement levels and members considering leaving the College
- Responding to a wide variety of other membership enquiries, always articulate member value and highlight relevant products and services to both prospective and current members
- Process new membership applications for College and Faculties as required by creating and maintaining accurate and comprehensive records on the CRM
- Providing collaborative and dynamic administrative support to Boards and Committees managed by Membership and Engagement, including meeting preparation, minute taking, tracking funds (Scholarship Committee) and booking travel /accommodation for Board/Committee members
- Progressing initiatives and actions from Board/Committee meetings including identifying, developing and implementing enhanced membership services
- Drive an increase in member engagement (including membership benefit usage), recruitment and retention and deliver on targeted campaigns which will include outbound contact
- Gathering and analysing member insights through a variety of methods, including surveys and campaigns
- Delivering all initiatives and support services in line with agreed Key Performance Indicators (KPIs) and Service Level Agreements (SLAs)
- Contributing to the wider activities of the Membership and Engagement team as required
- Any other tasks as requested by the line manager and/or Membership and Engagement Leadership Team

Section 5 – Planning and Organising

The Membership Support Officer will be required to manage multiple priorities and at times competing demands and therefore the ability to plan, organise and adapt workload to meet these requirements as a team member will be essential.

Section 6 – Decision-Making

Decision making will be required in relation to general enquiries, recruitment and retention, event management and processing of membership applications in accordance with agreed practice, referring to the line manager and/or Deputy Head of Membership and Governance as appropriate.

Section 7 – Knowledge, Experience and Skill Set Required

The post holder will require the following:

- Demonstrable track record of delivering great customer service
- Strong oral and written communication skills
- Strong interpersonal & influencing skills
- Track record of working to targets/KPIs
- Experience working in a customer/member support role
- Experience building and maintaining relationships, driving engagement and retention and cross-selling/signposting
- Good planning and organisational skills including attention to detail

- Experience with CRM databases
- Excellent IT skills including the use of databases and Microsoft Office
- Evidence of good and effective team working
- Knowledge of digital communication channels e.g. Facebook and Twitter
- Knowledge of survey monkey or equivalent software package
- Knowledge of General Data Protection Regulations (GDPR)
- Discretion and sensitivity are essential
- A degree level qualification or minimum 12 months experience in a similar role