Role profile

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| **Role title** | **Member engagement coordinator (Wales)** |
| **Department and directorate** | **BMA Cymru Wales** |
| **Job family level** | **Grade 6** |
| **Reports to (job title and name)** | **Head of media and public affairs (Wales)** |
| **Direct reports (job title and name)** | **None** |

| **Summary – purpose of the role** |
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| *Describe as concisely as possible the overall purpose of the job and including the core duties/responsibilities required to be performed in the role (e.g., to provide a full range of administrative support services to the department including x,y,z)* |
| The aim of the Member engagement coordinator role is to:   * Provide members in Wales with tailored information on the work and services of the BMA in a timely, relevant and coordinated fashion * Increase levels of member engagement, interaction and participation at a local level * Take responsibility for the recruitment and retention of members throughout Wales * Organise, promote and market local events to increase participation * Improve member perception of the BMA * Deliver a quality enhanced offer to members locally, leading to an increase in recruitment and retention of members within Wales * Improve direct communication with members in Wales (i.e. newsletters and social media)   The Member engagement coordinator will:   * Plan, organise and deliver a core programme of activities and events to increase visibility, engagement, and recruitment and retention of members * Inform members in Wales of the work of BMA Cymru Wales by designing and sending mass-communications using our newsletter system * Assist in the development and delivery of influencing campaigns at a local level * Work with relevant internal departments to create and develop resources to improve engagement and communication with members, including online engagement (via social media) * Work with relevant internal departments and other members of the media and public affairs team to develop and deliver marketing campaigns to doctors and medical students * Secure opportunities for face-to-face engagement with doctors in the workplace to promote the BMA and the value of membership * Organise, promote and market local events * Identify and support local members to act as volunteers to help facilitate local events through word-of-mouth and other advertising, securing meeting space, updating noticeboards, etc. * Promote online engagement using BMA resources and social media tools and resources to improve communication and with members * act as a facilitator between branch of practice committees and divisions to ensure that local communications are aligned with BMA Wales strategy * Monitor local membership data to identify and target groups with low engagement and plan activities to facilitate greater engagement accordingly. * Agree suitable target levels for recruitment and retention based on local membership data and design programmes to increase levels of both in identified target groups/areas. * Develop and build relationships with grassroots members to facilitate and encourage engagement with the BMA. |

| **Skill (level and breadth of application)** |
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| *What relevant experience is necessary to undertake this role? What specialist, technical or professional qualifications are required to be able to perform the job?*  *How far does the role extend out across the organisation, eg confined to own team, involves co-ordination with another department or requires regular negotiation with many other parts of the organisation. Why is this necessary? Describe the range of issues that are involved in this, e.g resolving people’s IT problems, collecting information on key research items or advising members on a particular issue.* |
| * Skilled communicator and confident presenter * Excellent organisational skills * Expertise in events planning and delivery * Expertise in marketing and promotion * Expertise in delivering social media campaigns * Flexible and collaborative approach; able to develop networks and effective relationships with both members and external bodies (employers, colleges, etc) at local level and across the BMA |

| **Intellectual demands (complexity and challenge)** |
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| *What sorts of problems, situations or issues are typically dealt with? Give any illustrative examples. How are the problems, situations or issues dealt with (e.g. undertaking original research and analysis or seeking specialist advice)?*  *To what extent are standard procedures and processes followed when undertaking typical tasks, and how is personal initiative used when solving problems? To what extent is creativity used in solving the problems (e.g. adopting different approaches, trying things that have not been done before within the organisation or improving/changing previous approaches).* |
| * Self-starter; able to work independently and manage a portfolio of ongoing activities with minimum supervision * Able to actively promote the benefits of BMA membership * Able to think creatively to enhance BMA visibility locally and in the workplace * Tenacious in the face of resistance with a positive attitude to overcoming objections |

| **Judgement (independence and level and impact limitations)** |
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| *What are the typical decisions that are made in the job without reference to any higher authority? What informs/constrains the decisions (e.g. expenditure limits, have to follow clearly laid down procedures or working within broad objectives). What influence upon policy, procedures or resources is there (e.g. giving advice to others)?*  *Who (or what) is next to be affected by the decisions that are made – for example, supervisor sees them before they leave the team or the whole department sees and has to respond to the change that is made. Give typical example(s) of the consequences of the decisions (e.g. what impact does the decision-making have on the performance of the team/section/department/organisation)?* |
| * Local programmes and priorities will be determined with the line manager * The member engagement coordinator has significant freedom to plan, organise and execute local events and activities within agreed parameters and budgets * Operational/day-to-day decisions will normally be the responsibility of the member engagement coordinator in line with the above |

| **Use of resources (supervision of resources and influence)** |
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| *What responsibility is there for managing people, equipment, budgets, resources, customer’s welfare or confidential information? If this is a staff management role describe what is involved, e.g. staff reporting, staff development, appraisal, leading a department or the allocation of work.*  *How does the role fit within the organisation, e.g. support role, team member, team leader, specialist policy adviser, or leading major areas of core business?* |
| * The Member engagement coordinator will be responsible for day to day management of the activities and budget associated with their role * Accountability for the local engagement budget will lie with the Head of media and public affairs * The Member engagement coordinator will work closely with local medical and wider healthcare structures to identify opportunities to engage with members and potential members and to develop a network of local BMA volunteers * The member engagement coordinator will need to be aware of and comply with data protection policies when dealing with member and non-member data |

| **Communication (level, internal and external demands and significance)** |
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| *What people are typically contacted (regardless of the medium)* ***inside*** *the Association, e.g. immediate colleagues, senior managers or administrators? Committee members are the only members classed as internal communication. Normal non-committee membership and doctors are external (see below)*  *Who is in regularly contact with the role holder* ***outside*** *of the Association, e.g. members who are not committee members, suppliers, members of the public? Approximately what percentage of the time is spent on external communications?*  *What is the purpose of these contacts, e.g. conveying information, gathering data?* |
| * Excellent interpersonal skills are essential in dealing with a wide variety of contacts, including doctors, members, internal customers, external customers, suppliers and service providers   Internal contacts will include:   * The wider members of the BMA Cymru Wales team to develop and share ideas * Members of the engagement and communication directorate * The products and sales team   External contacts will include:   * Doctors, including those involved with the BMA and those who have no connection to the BMA * Practice managers * Hospital management teams * HEIW and Royal College contacts   The post holder will also be expected to engage with individuals and organisations via social media |
| **Physical demands & coordination (physical effort and mental strain)** |
| *Are there any unusual physical or mental demands of the role; for example, lifting heavy objects, standing for long periods, using VDUs extensively or high levels of concentration?* |
| * Frequent manual handling and transportation of boxes and materials * There is significant travel and flexible working associated with the role (frequent early starts, evening commitments, occasional weekend working and overnights away from home) * No unusual mental demands |

| **Working conditions and emotional demands)** |
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| *What are the environmental conditions in which the work is conducted, the social and emotional demands faced by the role and the pressures resulting from these?* |
| * Personal resilience and tenacity * Awareness of frequent lone travelling and driving long distances, including at night |

| **Values and behaviours** |
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The post holder is expected to execute their role in line with our five organisational values. These are currently being translated into behavioural indicators that will form part of our new performance management process. The following examples illustrate how we are using our values to inform how we act:

* We are **leaders** because:
  + We strive to always improve
  + We take responsibility for our actions
  + We collaborate with each other and work as one BMA for the good of our members
  + We are proactive and prepared to guide our members and each other
* We are **experts** because:
  + We understand our members
  + We draw on our collective experience and knowledge to solve problems
  + We use our insights and research to make decisions
  + We provide accurate, credible, relevant and engaging information
  + We recognise our strengths and act upon them
* We are **committed** because:
  + We listen to our members and put them at the heart of everything we do
  + We are respectful, inclusive, open and honest with our members and each other
  + We approach everything we do with confidence and sensitivity
* We are **reliable** because:
  + We deliver on what we say we will do
  + We are accessible and approachable
  + We build trust by being consistent and supportive
  + We are positive and decisive whatever the situation
* We are **challenging** because:
  + We fight, ethically and fearlessly, for the interests of all our members
  + We work as a brave, assertive and effective champion for high quality health services and the advancement of the profession

| **Sign-off** | |
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| Manager: | Date: |
| Role holder: | Date: |