Royal College of Surgeons of England
ADVANCING SURGICAL CARE

Job description

Job title:	Member Engagement Manager
Grade:	4a
Department:	External Affairs and Engagement
Responsible for:	Membership Engagement Assistant
Accountable to:	Director of Membership

Job summary

This role sits within the overall External Affairs and Engagement Directorate, which has a clear focus on developing and implementing the College's membership strategy, shaping and strengthening engagement with members at every stage of their career and adding value to their professional lives.

The Member Engagement Manager will play a key role in delivering the College's membership strategy by strengthening engagement, retention and recruitment. Working across the College, the postholder will develop and deliver targeted engagement activity, using member insight and performance data to maximise acquisition, conversion, engagement and renewal, and to ensure members experience a compelling and coherent relationship with the College.

Specific duties and responsibilities

1. Membership engagement

- To work with the Director of Membership to develop and implement the 2026 – 2031membership strategy.
- Lead the development and continuous improvement of engagement across the full member journey, including recruitment, onboarding, early engagement, ongoing engagement, renewal, retention and re-engagement.
- Develop targeted approaches that reflect differing needs by career stage, specialty, membership category and geography, including surgical, dental and international audiences.
- Identify and develop opportunities for membership growth across priority audiences, including exam candidates, early-career surgeons, dental audiences and international markets.
- Lead improvements to the candidate-to-member and prospect-to-member journeys, working with Exams, Education, Marketing and other relevant teams to increase conversion.
- Maintain a strong understanding of member needs, behaviours and expectations through research, feedback and engagement data, alongside awareness of the external and competitive landscape.

2. Marketing and communications

- To review and develop member communications including around membership renewals and the on-boarding of new members, and to ensure a high quality member experience.
- To ensure that membership communications at all touch points within the membership journey or as part of a non-member relationship, remain relevant and up to date.
- To ensure the performance of the membership communications function is monitored, adjusted and developed, so that it continually provides a high standard of service to all relevant stakeholders, resulting in enhanced engagement levels and retention.
- To work closely with the membership, web and IT teams to ensure there is a continual improvement in the information we hold about members and develop our capabilities to use that information to develop products, services and strategic priorities in all areas of College activity.

3. Data, insight and performance

- Use CRM and other member data to segment audiences, target activity and identify opportunities to improve recruitment, engagement and retention.
- Monitor and evaluate activity against agreed KPIs, translating findings into practical improvements.
- Analyse performance across different cohorts, including by career stage, specialty, geography and membership type.
- Support accurate data capture and the effective use of CRM across member engagement activity.
- Develop test-and-learn approaches to improve campaign effectiveness and member outcomes.

4. General

- To manage and develop the Membership Engagement Coordinator
- To ensure that all UK and international members as well as FDS are fully represented in all strands of work
- To prepare papers and write minutes as required.
- To represent the College at events and exhibitions, building networking opportunities and business partnerships.
- To undertake other reasonable duties appropriate to the grade, as required by the Director of Membership.

This job description will be subject to review in the light of changing circumstances and may include other duties and responsibilities as may be determined. It is not intended to be rigid or inflexible but should be regarded as providing guidelines within which the individual works.

September 2026

Primary KPIs

- Membership growth overall and across agreed priority segments
- Candidate-to-member and prospect-to-member conversion
- Member retention and renewal rates
- Onboarding and member journey performance
- Re-engagement of lapsed or at-risk members
- Campaign engagement and conversion performance
- Delivery and evaluation of agreed membership strategy priorities

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Person specification

	Essential	Desirable
Qualifications	• Graduate • Candidates without a degree or equivalent qualification, but with a proven successful and sustained track record as outlined in experience below may also be considered	• CIM/IDM professional qualification or equivalent marketing qualification (desirable)
Experience and skills	• Experience delivering member, customer or audience engagement activity • Experience across recruitment, lifecycle engagement, retention or related fields • Strong understanding of customer or member journeys, segmentation and targeting • Experience using CRM systems and data to inform decisions and evaluate performance • Experience developing and delivering multi-channel campaigns • Strong analytical, project management and stakeholder-management skills • Experience line managing or coordinating the work of others • Strong written and verbal communication skills • Excellent organisational skills, methodical approach to planning and attention to detail • Ability to use own initiative and prioritise workload and manage own and other	• Experience line managing or supporting others • Experience of working with people at all levels of an organisation including senior staff and board members/ trustees • Budget management • Knowledge of Microsoft Dynamics and Power BI and CMS systems • Developing new business, markets and partnerships

	conflicting priorities while meeting deadlines • Flexible approach to working • Ability to communicate effectively with both internal and external stakeholders • Excellent team player, with the confidence to contribute to projects and share experiences and expertise with colleagues • IT Literate: Intermediate Microsoft Word, Powerpoint, Excel and Outlook skills • Adobe Creative Suite	

The post holder will also need to demonstrate the following values:

Collaboration	**We embrace our collective responsibilities working collaboratively and as one college.**
	• We work together, using our collective expertise and experience to effect positive change • We are open, honest and transparent, straightforward in our language and actions, acting with sincerity and delivering on our commitments • We take our responsibilities to each other, to patient care and to the environment seriously and we act with this in mind across our work

Respect	**We value every person we come into contact with at the College as an individual, respect their aspirations and commitments in life, and seek to understand and meet their physical and wellbeing needs.**
	• We treat everyone we meet with kindness and integrity and we seek to promote these behaviours in others • We actively seek a range of views and experiences across our work, and we listen to, and make everyone feel, a valued part of the team

Excellence	**We aspire to excellence and success. We share learning from our experiences, apply feedback into practice, and commit to continual improvement.**
	• We work hard to be the best at what we do, recognising and celebrating effort and achievement, and reflecting on our work, so we can learn and improve • We value and invest in research, education and training to drive excellence and put improvements in surgical practice, dentistry and patient care at the heart of our work • We always seek to learn and discover more, valuing knowledge and scientific evidence, basing our decisions on insights, fact and experience

The Royal College of Surgeons of England is an Equal Opportunities Employer. We are open to all talent and we actively ensure that all qualified applicants will receive equal consideration for employment without regards to age, disability, gender reassignment, marriage or civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation.