

JOB DESCRIPTION

POST:	Director of Engagement:
GRADE:	6b
DEPARTMENT:	External Affairs: Engagement
RESPONSIBLE FOR:	Five direct reports and responsible for 26 members of staff organised in four key functions (see organogram)
RESPONSIBLE TO:	Executive Director (External Affairs)

JOB SUMMARY

The Director of Engagement will have overall accountability for the strategic direction and execution of the engagement strategy for the RCS to help modernise and shape the Royal College of Surgeons (RCS) relationship with its current and future members, customers and staff, and build the RCS brand. This role will be responsible for the RCS North site based in Manchester.

SPECIFIC DUTIES AND RESPONSIBILITIES

The role will involve the following specific areas:

1. Membership and Marketing

- Direct the development and implementation of the member engagement strategy.
- Direct, develop, recommend and evaluate effective membership retention, segmentation and recruitment strategies for the organisation, to meet agreed targets.
- Direct the continual development of customer (member) relationship management process.
- Identifying new membership opportunities and commercial partnership deals to enhance the RCS offer.
- Engage with, and advocate on behalf of, the membership to represent the members' voice across the RCS and ensure their interests are considered in all new initiatives.
- Lead and develop the RCS careers function.

2. Membership service and customer relationship management

- Develop the RCS membership services delivery strategy and establish the membership function as a centre of excellence;
- Successfully implement the membership services strategy in the context of the five business plan and strategic objectives
- Ensure excellent customer focus and intelligence to understand needs and concerns for members and customer and segment and feed into product development and governance cycle
- Enhance the membership proposition and ensure positive regular contact is maintained with current and prospective members

- Regularly evaluate the methods of retaining and recruiting members and implement the learnings to improve effectiveness and efficiency
- Ensure that the processes and systems for the management of information and payments reflect best practice and legal requirements.

3. Events

- Lead the development of a unified events programme that fosters engagement with all members and potential members throughout their career journey
- Ensure that central College activities such as dinners and ceremonies are well run and planned to ensure a full programme across the year, also tying in with the events to engage members and non-members on RCS priorities
- Direct the commercial arrangements with event sponsors, exhibitors and other external organisations to generate secondary income

4. Outreach (Regional)

- Develop and overseeing the development of a regional strategy to support the delivery of College strategic and operational aims
- Provide strategic leadership of the outreach team and the strategic direction of the RCS hubs in the north and south.
- Implement the RCS strategy and business plan in the regions
- Launch and set the engagement plan for RCS North including establishing the partnership with the University of Manchester and ways of working for the outreach teams

5. Leadership

- Contribute fully to the effective direction and management of the organisation, working closely with members of the Executive Director Team.
- Help to contribute to the development of the RCS organisational strategy and business plan.
- Accountable for the engagement income and expenditure
- Manage, develop and as appropriate make changes to the engagement team structure to ensure that the team deliver high quality high performance for the functions
- Influence at all levels; including proactive presentation of business cases to stakeholders to deliver strategies and build performance
- Be a role model for RCS values and behaviours for the team and all staff

6. General

- The post-holder is expected to be proactive in representing the College at a professional level in relation to his or her responsibilities, including presentations at conferences.
- Undertake such duties appropriate to the grade.

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.

The Royal College of Surgeons of England is an Equal Opportunities Employer.

All College employees are responsible for records held, created or used as part of their work for the College including patient/client, corporate and administrative records whether paper-based or electronic, which also includes emails. Records should be managed and stored appropriately and should in all cases comply with the requirements of the Data Protection Act 1998. Employees should have read and understood the College's Records Management Policy and should follow all agreed records management procedures, seeking advice where necessary.

January 2018

PERSON SPECIFICATION

JOB DESCRIPTION

POST:	Director of Engagement:
GRADE:	TBC
DEPARTMENT:	External Affairs: Engagement
RESPONSIBLE FOR:	Five direct reports and responsible for 26 members of staff organised in four key functions (see organogram)
RESPONSIBLE TO:	Executive Director (External Affairs)

All of the following are essential unless otherwise stated.

Qualifications

- Ideally a 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.

Experience

- Experience of successfully leading and delivering significant change and business improvement initiatives, including people and cultural change;
- Minimum of five years' senior level experience within a membership organisation.
- Experience of managing large multi area teams
- A demonstrable track record of success in planning and managing work programmes from inception to completion, delivering on target, at pace and to budget whilst also leading, supporting and managing a team, or several teams, with a diverse range of complex functions and portfolios
- Able to direct and motivate teams under direct control, and through project management, to achieve demanding targets whilst developing a customer focussed culture
- Working collaboratively with senior colleagues and dealing with internal and external stakeholders
- Project management (to time and budget); evidence of planning, developing, securing resource and evaluating a project.
- Proven track record of successfully managing staff and budgets
- A track record in networking and relationship building.

Skills

- Ability to exercise strong judgement and leadership on sometimes complex and sensitive issues, providing advice on stakeholder engagement at the highest level
- Resilience and diplomacy to work within a complex structure

- Team player willing to share ideas and work collaboratively to devise strategy and
- Proven ability to negotiate successful outcomes and work with senior colleagues
- Excellent organisational skills, methodical approach to planning and attention to detail
- Ability to work independently and flexibly and as well as part of a team
- Ability to use own initiative and prioritise workload and manage conflicting priorities while meeting deadlines
- Ability to communicate effectively with both internal and external stakeholders business solutions
- Possesses both vision and application to drive the wider organisational priorities whilst at the same time delivering departmental objectives

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

Diversity - we value **diversity** and treat each other with respect.

- I lead my team well; they know they are valued, respected and trusted
- I motivate, inspire and encourage each person in my team
- I empower my team and trust them to deliver great results
- I create an inclusive environment where everyone can deliver their best
- I build teams whose diverse strengths complement one another
- I listen effectively and treat each person as an individual

Improvement - we seek continuous **improvement**, and improvement requires change.

- I deliver strategic change and evaluate the impact of it
- I challenge established views and processes to improve our service
- I anticipate trends in the sector and adapt my strategy accordingly
- I encourage my team to innovate and present ideas to improve our service.
- I present a clear case for change which people understand
- I help people adapt to change and to continuously improve

Responsibility – we take personal **responsibility** for all we do.

- I develop a clear, long term strategy to deliver the college priorities
- I deliver what I say I will deliver and ensure my team do the same
- I take strategic decisions and hold myself accountable for them
- I set stretching performance and behaviour standards for myself and my team
- I build a culture of trust for the benefit of staff, the college and decision making bodies
- I anticipate internal and external customer needs and deliver solutions to address them

Collaborative – we are **collaborative**, both across the College and with our stakeholders across the world.

- I communicate a compelling vision, strategy and direction for the college and our department
- I build positive relationships with all my stakeholders
- I encourage participative decision making and delegate decision making to the appropriate level
- I inspire staff to work together to deliver exceptional performance
- I challenge behaviours which are inconsistent with college values
- I always work for the greater good of the college

Prudent - we are ***prudent*** in our use of resources.

- I lead my team to deliver excellent customer service with the resources available
- I use my influence to overcome barriers to delivery
- I anticipate complex risk and legislative changes and ensure there is no negative impact on the college
- I take tough decisions and prioritise the key projects effectively
- I tackle underperformance in my team quickly
- I improve efficiency by regularly reviewing the use of resources

Professional development - we are committed to personal ***professional development*** that benefits the individual and the College.

- I identify opportunities for my personal and professional development
- I coach and develop others to build their knowledge and expertise
- I provide regular and balanced feedback to improve performance
- I identify and develop talent within the College
- I lead with confidence and integrity
- I ask for regular and honest feedback from my manager, peers and team and learn from what is said

The appointment is subject to proof of the attainment of any qualifications deemed essential to the post and used as a basis for shortlisting and selection. Failure to provide evidence of the required qualifications will result in the offer of employment being withdrawn.

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January 2018