# Role profile: Head of Membership

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<tr>
<th>Role title: Head of Membership</th>
<th>Responsible to: Membership and Commercial Director</th>
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<td>Team: Membership</td>
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## Purpose of role:
- To lead and deliver BVA’s membership strategy, ensuring sustained growth through membership engagement and smooth operational performance

## Key responsibilities:

### Membership Strategy
- Work with the Membership and Commercial Director to develop and deliver BVA’s membership strategy, ensuring that membership growth is achieved through improved engagement, retention and recruitment
- Provide strategic input, analysis, and recommendations on all membership issues, with special reference to the effects of membership fees and trends in membership categories
- Produce accurate and concise KPI reports for senior management, BVA’s Board and Council

### Membership Operations
- Ensure BVA’s monthly membership subscriptions cycle (renewals, joiners, debtors and lapsing) operates to the required process and schedule
- Ensure that members receive excellent customer service at each stage of their membership journey, and all queries are responded to in a timely and professional manner
- To identify and deliver process improvements in the membership function and team, ensuring business continuity.
- Undertake the annual membership fee modelling and membership forecasting process
- Develop and manage relationships with ‘Vet Schools’ (universities) and large veterinary employers
- Own and develop the Membership section within the CRM and portal to underpin, measure and drive membership engagement
- Provide the finance department with the membership data required to ensure accurate monthly and year-end reconciliations with the financial accounts (Sage integration), including for VAT reporting and the annual statutory and ABC audits.

### Membership Benefits and engagement
- Work with the Marketing team, and seek feedback from BVA committees, to drive membership engagement across all categories, including students, young vets, and large veterinary employers
- Develop relationships with BVA member benefits partners and oversee the operational delivery of key membership benefits
- Undertake data extracts to support marketing campaigns and their effectiveness
- Attend key events and promote membership, acting as an ambassador for BVA

## People management:
- Responsible for a team of three, with direct line management responsibility for one Membership Operations Manager and one Membership Officer. The Membership Operations Manager line manages the Membership Assistant.
**Financial resources:**
- Directly responsible for the collection of Membership income, currently in the region of £2.5 million pa
- Manage an annual membership budget of circa £200,000

**Knowledge, skills, and expertise:**
- Graduate level education
- Experience of working in a membership organisation within the area of membership operations and engagement
- CRM / database knowledge and experience (MS Dynamics preferred)
- Excellent IT skills, particularly MS Excel
- Good organisational ability with sound knowledge of managing data and interpreting results
- Analytical and strategic thinker with the ability to present concise and compelling information
- Good written and oral communication
- Strong interpersonal skills – able to collaborate and engage with wide variety of stakeholders
- Working knowledge of the latest data protection legislation
- Team Management experience
- Experience of working with 3rd party suppliers
- Commercially astute with an ability to effectively manage a budget

**Other information:**
This role includes some travel for meetings or conferences, which could include an overnight stay

Last updated: [January] 2022