# Role profile: Membership and Policy Projects Manager

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<tr>
<th>Role title: Membership and Policy Projects Manager</th>
<th>Responsible to: Membership and Commercial Director</th>
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<td>Team: Membership and Commercial</td>
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**Purpose of role:**
Project manage the development of membership and policy resources from conception through to launch to support BVA members, increase member engagement, and further BVA policy and campaign priorities

**Key responsibilities:**
- Work with the policy and marketing teams to develop new resources to support the veterinary profession. Resources will range from large scale member benefits projects through to the publication of online advice and guidance for BVA members.
- Undertake research into market needs
- Develop and present project business cases for internal approval
- Design and test concepts and resources, including engaging with BVA members through Council and committees
- Manage the delivery and launch of new resources working with the marketing, media, events, and digital teams
- Research and commission content for publication, working with practitioners and other relevant authors
- Oversee a programme of regular updates to existing BVA guidance and resources
- Keep abreast of areas of interest and concern to the veterinary profession to ensure BVA is delivering timely and useful advice and resources to members

**People management:**
No direct line management responsibility but delegation and commissioning of work from internal and external colleagues is a key part of the role.

**Financial resources:**
Develop business cases and manage budgets for individual projects.

**Knowledge, skills, and expertise:**
- Project management experience (essential) and qualifications (desirable)
- Experience of undertaking or interpreting market research
- Excellent communication and presentation skills
- Excellent stakeholder management – internal and external
- Knowledge of membership sector (desirable)
- Ability to work unsupervised and manage own workload to meet competing deadlines

**Other information:**

Attendance at events within the UK, including overnight stays, may be required occasionally.

Last updated: January 2022