# Role profile: Membership & Commercial Director

<table>
<thead>
<tr>
<th>Role title: Membership &amp; Commercial Director</th>
<th>Responsible to: Chief Executive</th>
</tr>
</thead>
</table>

## Purpose of role:
- To support BVA in its mission to represent, champion and support the whole UK veterinary profession by:
  - leading the development and implementation of BVA’s membership strategy
  - leading our income generating activities, including the Canine Health Schemes, and wider business development

## Key responsibilities:
- Lead the development and implementation of BVA’s membership strategy including:
  - Identifying ways to grow both membership numbers and income
  - Leading projects to develop and deliver new member benefits and services to support members, based on feedback from member and non-member research
  - Delivering improved performance on member recruitment and retention
- Lead BVA’s strategic business development including:
  - Managing and developing BVA’s existing income-generating activities
  - Developing and implementing new activities which both drive membership growth and generate additional income
  - Identifying ways to increase our sponsorship income
  - Managing existing and developing new corporate partnerships
- Ensure effective management of BVA’s Canine Health Schemes, and work with the Schemes manager to maximise the potential of the existing schemes and drive the development of new ones
- Working closely with the Finance Director, manage the relationship with our journals publisher Wiley, to ensure the journals continue to be a valued member benefit and generate commercial income
- Provide strategic leadership for the development of BVA’s CPD offering, delivering high quality, good value CPD that our members want
- Ensure effective management of BVA’s relationships with our key customers and with our commercial partners
- Work closely with the Communications Director to ensure effective join-up on membership marketing and member market research
- Carry out other duties as may reasonably be required as a member of the senior management team

**People management:**
- Line management responsibility for the Membership and Canine Health Schemes teams, Corporate Partnerships Manager and Membership and Policy Projects Manager (approx 11 FTEs in total)

**Financial resources:**
- Responsibility for managing budgets totalling about £500K a year

**Knowledge, skills, and expertise:**

**Knowledge, skills and expertise**
- Strong track record of delivering results in a membership and/or commercial role
- Senior leadership and management experience
- Excellent communication skills
- Graduate level education and evidence of continuing professional development
- (Desirable) Project management experience/qualifications

**Key competencies:**
- Leadership
- Strategic thinking
- Effective decision-making
- Innovation
- Making things happen
- Building and maintaining relationships
- Managing and developing people

**Other information:**
- The role will involve attending some meetings & events outside London (including occasional overnight stays)
- BVA operates a hybrid working policy which means the role holder will be expected to work at least two days per week on average in the office, with the rest working from home

Last updated: May 2022