# Role Profile

<table>
<thead>
<tr>
<th>Role Title:</th>
<th>Responsible to:</th>
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<tbody>
<tr>
<td>Membership &amp; Commercial Director</td>
<td>Chief Executive</td>
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## 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 strategic business development, including developing both existing and new sources of income

## Key Responsibilities:
- Lead the development and implementation of BVA’s membership strategy including:
  - Identifying ways to grow both membership numbers and income
  - Developing and delivering new member benefits and services which members value, based on feedback from member and non-member research
  - Delivering improved performance on 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
  - Developing new commercial partnerships
- Oversee development and implementation of BVA’s marketing strategy and annual marketing plan, and manage and develop our brand
- Ensure BVA has an effective digital strategy, encompassing our website, CRM, and digital marketing and communications
- Provide strategic leadership for the development of BVA’s CPD programme, delivering high quality, good value CPD that our members want
- 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
- Ensure effective management of BVA’s relationships with our key customers and with our commercial partners
- Carry out other duties as required as a member of the senior management team
Resources

- People: Line management responsibility for the membership, marketing, digital, CPD and Canine Health Schemes teams
- Finances: Responsibility for managing budgets totalling about £1.5m a year

Knowledge, skills and expertise

- Strong track record of delivering results in a membership and/or commercial role
- Senior leadership and management experience
- Extensive experience of membership/marketing, including digital marketing
- Excellent communication skills
- Graduate level education and evidence of continuing professional development
- (Desirable) Marketing background/professional qualifications
- (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