

Candidate Brief



The **ROYAL COLLEGE** of
OPHTHALMOLOGISTS

The Royal College of Ophthalmologists

Head of Membership Services

AA1103

December 2022

Managing Director

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Welcome from Kathy Evans Chief Executive of The Royal College of Ophthalmologists



Dear Candidate

Thank you for your interest in working for The Royal College of Ophthalmologists (RCOphth). We hope that you find the information in this candidate brief and on our website useful: <https://www.rcophth.ac.uk>.

RCOphth acts as the voice of the profession and champions excellence in the practice of ophthalmology. We work collaboratively with government, health departments, charities and eye health organisations, developing policy to influence eye care services in the UK, including workforce planning. We are the only professional membership body for medically qualified ophthalmologists and for those who are undergoing specialist training to become ophthalmologists, with 4,000 members worldwide. We set the curriculum and examinations for trainee ophthalmologists, provide training in eye surgery, maintain standards in the practice of ophthalmology, and promote research and advance science in the speciality. Ophthalmologists are at the forefront of eye health services because of their extensive training and experience in the area.

Following a review of membership services, we are creating a new team to manage relations with our members more effectively, increase membership both in the UK and internationally and to improve revenue streams. We are now looking for a new Head of Membership Services to lead the team and work within the Senior Management Team to develop a new Membership Strategy, shape and deliver effective membership services, products and events. Reporting to the Chief Executive, you will manage the administration of the existing Membership Working Group that includes senior staff, the existing Membership and Elections Coordinator and College Officers.

If this is an opportunity that appeals to you, and you have the skills set out in the job role and key responsibilities section in this candidate brief, we would very much like to hear from you. For a confidential conversation with Thewlis Graham Associates who are managing the process, please contact Sarah Thewlis, Managing Director on 0207 850 4781 or email applications@thewlisgraham.com. Sarah will be happy to discuss this opportunity with you and answer any questions you may have.

Yours faithfully

A handwritten signature in black ink that reads "Kathy Evans". The signature is written in a cursive, flowing style.

Kathy Evans, Chief Executive

2. Working for the Royal College of Ophthalmologists

We offer a supportive working environment in friendly, modern offices in a central London location with excellent transport links and roof terrace. We are pleased to offer the following benefits to employees:

Hybrid Working

The College is committed to promoting flexible working to all members of staff. We are currently trialling a hybrid working model where staff have the flexibility and autonomy to work part of their time at the College's premises and part of their time from home. Working in the office will be based on operational and management requirements so staff are not required to come into the office on set days or for a minimum number of days per week.

Flexi-time

The College operates a flexi-time process. The standard flexi-time band starts at 7.30am and ends at 6.00pm with core hours being 10.00am-4.00pm.

Annual Leave

We offer 25 days annual leave, or the pro rata equivalent for part time staff. Annual leave increases by one day for each complete year of service up to a maximum of 30 days.

Statutory Holidays and College closure days

Public holidays, when the office is closed, are recognised as statutory holidays with pay. The College is also closed between Christmas and New Year. These days are in addition to your annual leave entitlement and are therefore not deducted from your leave balance.

Moving day

Staff are given 1 day of leave to move to a new house which is not deducted from your annual leave balance.

Pension

The College offers a very competitive pension scheme administered by the Superannuation Arrangements of the University of London (SAUL). The employer contribution is 19% of gross salary and employees contribute 6%.

Life Assurance

For staff members who are in the pension scheme, life assurance is provided at 4 times your annual salary, during employment, plus a spouse's pension and children's allowances.

Season ticket advance

Staff who have satisfactorily completed six months' probation may apply for an interest free loan for the purchase of an annual season ticket for travel between home and work at the College. A proportion of the sum will be deducted from their salaries monthly.

Maternity/Paternity/Adoption

Enhanced maternity/paternity/adoption pay is available to eligible staff members.

Learning and development

All staff are offered opportunities for learning and development, which can be in a variety of formats, online and in-person, formal and informal.

Study loans

Staff who have satisfactorily completed two years of service may apply for a study grant and loan. Subject to approval of the course to be studied, the College will grant up to 60% of the course fees* and will provide an interest free loan for the balance. The balance to be repaid over an agreed period.

*total course fees should not exceed £5,000

Cycle to work scheme

A salary sacrifice scheme to aid the purchase of a bicycle for travelling to work is available.

Childcare vouchers

A salary sacrifice scheme to support payment of childcare is available to eligible staff members.

Eye tests

The cost of eye tests (up to £30) will be reimbursed.

Employee assistance scheme

Provided by Bupa, the employee assistance helpline provides free confidential support 24 hours a day. Qualified counsellors can support with emotional wellbeing, stress and bereavement as well as provide advice on money management and consumer rights.

Food and drink

Tea and coffee (including Nespresso machine) is provided on each staff office floor.

This is an example of the current benefits offered by the College and is not contractual.

3. About the Royal College of Ophthalmologists

The Royal College of Ophthalmologists (RCOphth) is the only professional body for medically qualified eye doctors, who specialise in the prevention, treatment and management of eye disease, including surgery. Ophthalmology is the largest elective care specialty in the UK with over 8% of outpatient appointments.

RCOphth acts as the voice of the profession and champions excellence in the practice of ophthalmology. We work collaboratively with government, health departments, charities and eye health organisations, developing policy to influence eye care services in the UK, including workforce planning.

The College sets the curriculum and examinations for trainee ophthalmologists. We provide continued guidance, education and training to maintain professional standards and promote research and science for all members and other key healthcare professionals.

RCOphth has 4,000 members in the UK and overseas. Our clinical and lay volunteers on the Trustee board, Council, committees, with the senior staff leadership team, work with all staff to develop and deliver RCOphth's strategy. The team of 30 staff are currently working remotely and the prestigious head office is based in Euston, London.



Our Values

Our work is delivered through efficient, flexible and transparent processes, with staff, College Officers and committee members working together and committed to our values.

Inclusion

- celebrate differences where everyone feels valued no matter their background or role.
- create an enabling environment where everyone is listened to and respected regardless of their position or seniority.

Integrity

- being open, honest and transparent and demonstrating accountability in all its work.

Innovation

- being open to, taking and creating opportunities to advance and deliver on its aims adopting new ideas and approaches.

Improvement

- being a learning organisation that reflects and learns from experience and good practice.
- committing to evidenced-based decision-making informed by data, information, insights and expertise.
- celebrates successes and reflects on and learning from mistakes.

Further information about our Charter, values and shared behaviours can be found here - [About the College | The Royal College of Ophthalmologists \(rcophth.ac.uk\)](https://www.rcophth.ac.uk/about-the-college).



4. The role and responsibilities of the Head of Membership Services

Job Title:	Head of Membership Services Department
Reports to:	Chief Executive
Line reports:	TBA
Contract terms:	Permanent / Full time
Grade:	
Salary:	£64,254
Location:	18 Stephenson Way, London, NW1 2HD

About The Royal College of Ophthalmologists

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The Head of Membership Services Role

The College has carried out a review of how it currently services and meets the needs of members. Trustees and the Senior Management Team agreed that additional resources were needed to focus on Membership Services to create value, manage the relationship with members more effectively, develop opportunities to increase the membership base (both in the UK and internationally) and to improve revenue streams, working towards a new Membership Strategy to meet the aims of the College.

To optimise other areas of membership services, staff who manage events across the College, have been consolidated into this new department. Additionally, the College has approval to further expand the Membership Services department to recruit an additional Membership Communities Coordinator and Events Coordinator.

Reporting to the Chief Executive you will advise the College's Officers and work within the Senior Management Team to shape and deliver effective membership services, products and events. This is a high-profile and pivotal position balancing strategic planning and operational delivery with clear recommendations for action and improvements. You will be a strong relationship builder, with a high-level understanding of membership services and able to present complex information in easily understood formats.

This new department will be the first port of call for all categories of members who are requiring assistance or information and will provide an effective and responsive service, working collaboratively across all other departments in the College.

You will manage the administration of the existing Membership Working Group that includes senior staff, the existing Membership and Elections Coordinator and College Officers. There will be an opportunity to review the terms of reference of this group and its constituency.

This is an opportunity to lead and shape the role of the new department within the College. Support will be provided to you by senior management colleagues and the Chief Executive.

Experience and skills

- A minimum of 3-5 years in a similar role.
- You will have shown proactive leadership and creativity in developing membership services in a similar organisation (e.g., charity or professional membership body).
- You will have strong relationship management and influencing skills with senior leaders, including commercial, charity and other relevant organisations – health specific networks is an advantage.
- Experience of developing successful membership recruitment and retention campaigns.
- Experience of managing budgets, including achieving income targets and monitoring expenditure against forecast.
- Demonstrates thinking ahead, managing time, priorities and risk, and developing structured and efficient approaches to deliver work on time and to a high standard.
- Strong communication skills, both oral and written including excellent report writing skills and the ability to present information in a fluent and persuasive manner to people at a range of levels.

- Proven experience of developing a target driven culture to ensure key performance indicators are met.
- Understands data protection and GDPR compliance in marketing and communications.
- Is a supportive and energetic manager of multi-disciplinary personnel.

Main Areas of Work and Responsibility

- To lead a review and the development of the Membership Working Group to maximise strategic impact and new approaches to membership services.
- To manage the membership structure and expansion of categories to include other healthcare professionals including international opportunities to increase revenue streams.
- To develop membership benefits, services and events to support the educational and professional development of all categories of members.
- The department should be an advocate for the College as a first point of contact and the role oversees all elements of the members' journey from application to subscription notifications and payment.
- Develop a programme of proactive membership onboarding working across all departments.
- Develop membership recruitment and retention strategy working collaboratively with other departments.
- Deliver insight and feedback from members internally, through surveys and other data, e.g., CRM database. Provide management reporting and statistical analysis concerning membership trends, needs and responses.
- Support the Equality, Diversity and Inclusion working group and its aims.
- Provide membership and operational advice and expertise to colleagues in other RCOphth teams, including associated bye-laws and regulations.
- Represent the membership services function of the College with external stakeholders.
- Provide member support and ensure responses to membership related queries are completed in a timely and efficient manner.
- Amplify the membership value and services in membership communications, working with the Communications Team.
- Oversee the management of elections e.g., President elections and Regional Representative elections conducted by the Membership and Elections Co-Ordinator.
- Manage the community's platform which is part of the membership product offering.
- Manage resources including budgets and direct line management responsibility.

Team Management

- You will line manage a team of 5 direct reports
- You will ensure that the Membership Services department optimise training and development needs to meet their role responsibilities

Key Relationships

Chief Executive Officer	Executive Leadership Team
Honorary Secretary	Medical Royal College Membership Services Group/meeting
Senior Management Team	

Scope and Accountability

Financial:	<ul style="list-style-type: none"> • Work with Chief Executive and Head of Finance & Operations to create income and expenditure budgets and manage activity against these.
Other resources:	<ul style="list-style-type: none"> • Use of CRM database • Managing corporate collateral • Managing relevant marketing content on all channels working with the Communications team
People management:	<ul style="list-style-type: none"> • Management of three staff currently, soon to be expanded to a team of five
Legal, regulatory and compliance responsibility	<ul style="list-style-type: none"> • Compliance with health and safety procedures, including prompt reporting of any defects, risks or potential hazards • Compliance with the organisation’s data protection and privacy policies • Compliance with EU General Data Protection Regulation (GDPR)

Person Specification

	Criteria	Essential (E) Desirable (D)
Knowledge, Qualifications and Experience	Experience working in a similar role for a minimum of 3-5 years	E
	Provide strategic and senior oversight for multiple projects	E
	Has membership body experience/working with professionally skilled volunteers	E
	Event programme development and management	D

	Develops strategy and operational implementation effectively	E
	Highly competent and experienced in stakeholder management and influencing	E
	Has worked with leadership teams at a senior level	E
	Highly effective communicator and able to build consensus	E
	Is able to prioritise and meet strict deadlines of multiple projects	E
	Is able to communicate complex insights from research/data in a user-friendly manner	E
	Experience in an academic or healthcare environment	D
	Is confident to ensure compliance with brand guidelines/other organisation policies	E
	Educated to degree level	D
	Line management experience	E
Skills and Abilities	Excellent organisational and project management skills	E
	Strong communication and influencing skills, both verbal and written	E
	Deals positively and innovatively to resolve risks and challenges	E
	Works autonomously knowing when to seek guidance	E
	Use of analytics and reporting tools (use of CRM database)	E
	Is a problem solver and solution driven	E
	Works in consultation with stakeholders	E
	A good working knowledge of Microsoft Office	E
	IT and digital software competency	D
	Represents RCOphth in a professional manner	E
Personal Qualities (Attributes)	Shares knowledge and explains to others	E
	Works collaboratively and inclusively with stakeholders	E
	Contributes ideas	E
	Demonstrates a positive 'can do' attitude	E
	Acts with integrity, honesty and professionalism at all times	E
	Appreciation of good customer service at all times	E
Other requirements	Understanding and compliance with EU General Data Protection Regulation (GDPR)	E

	Committed to own continuing professional development	E
	Commitment to equality and diversity and understanding of how this applies to own area of work	E
	Willingness to participate in staff learning and development activities	E
	Willingness to travel in the UK with possible overnight stays	D

5. Contract Terms, Salary, Benefits and Location

Contract Terms

Permanent/Full time.

Salary

£64,254 plus benefits.

Location

18 Stephenson Way, London, NW1 2HD



6. Timeline, Application Process and How to apply

Timeline

Dates	Activity
W/C 12 December	Commence the search and advertising
Thursday 19 January 4pm	Applications close
W/C 23 January	Thewlis Graham consultant interviewing of interested candidates
Friday 17 February	Royal College of Ophthalmologists Interview

Application Process

Thewlis Graham Associates will acknowledge all applications. These will be assessed against the criteria in the Role and Responsibilities section and the people who best meet these will be invited for interview with Thewlis Graham Associates online. If you envisage any issues with accessing a computer, webcam or a sufficient internet connection for a video call, then please do highlight this in your covering letter. Please indicate if you are likely to need any reasonable adjustments to successfully complete this interview.

As part of the selection process;

- you will be set a presentation task to showcase your skills and competencies required in this role.
- have a panel interview.

Those candidates not invited to interview will be advised by email by the end of January.

Longlisted candidates will be advised by email. After a consultation between the Royal College of Ophthalmologists and Thewlis Graham Associates, a Shortlist will be drawn up and Shortlisted candidates invited for interview with the Client.

How to Apply

Applicants must already have the right to work within the UK without restriction.

To apply for this role, please email in word format to applications@thewlisgraham.com the following documents quoting reference **AAI103**:-

1. A comprehensive CV
2. A covering letter (maximum 1 page) containing:

- Your suitability for the role and your motivation for applying.
 - Your current remunerations details and notice period, and the name, job title, organisation, email address and mobile number of two professional referees. (Please note referees will not be approached without your prior permission.)
3. We also ask that you complete a diversity and inclusion monitoring form, the link for which is in the next section.

Please ensure that you include your mobile phone number and email address in your application. Do not hesitate to contact Claire Drummond on 020 7850 4781 if you have any queries.

Additionally, if you would prefer to receive this candidate brief in a more accessible format, please contact us.

7. Diversity and Inclusion Monitoring

Diversity and Inclusion Monitoring is independent of the recruitment process but please do complete your form as Thewlis Graham Associates is committed to monitoring and analysing diversity and inclusion information so that we can ensure that our processes are fair, transparent, promote equality of opportunity for all, and do not have an adverse impact on any particular group.

The link to this form is here: [click here](#). If you have any problems with this, please contact Tracey on: tct@thewlisgraham.com.

Any information provided on this form will be treated as strictly confidential and will be used for statistical purposes only. It will not be seen by anybody directly involved in the selection process. No information will be published or used in any way which allows any individual to be identified.

Thank you

8. Advert



Head of Membership Services

Location: Euston, London
Salary: £64,254 plus benefits
Contract: Permanent, Full time

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The Requirements

- Experience working in a similar role for a minimum of 3-5 years including developing successful recruitment and retention campaigns.
- Strong leadership, team and project management skills.
- Ability to develop strategies and manage implementation effectively.
- Experience of managing budgets and achieving income targets.
- Excellent communications and stakeholder management skills.

Full details of responsibilities and the person specification required can be found in the link below.

Please apply by visiting www.thewlisgraham.com/assignment-briefings and following the instructions in the candidate brief quoting reference AA1103.

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www.thewlisgraham.com

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