



Position Title	Membership Operations Team Leader	Reporting to	National Operations Manager
Department	Membership	Direct reports	Up to 10 direct reports
Classification	Level E	Employment Status	Permanent Full-time (1.0 FTE)
Position Number	10775	Date	March 2019

The Organisation

The Royal Australian College of General Practitioners (RACGP) is Australia's largest professional membership body for general practitioners (GPs). We represent over 40,000 members including urban and rural GPs, medical students and registrars.

The RACGP's mission is to support GPs in improving the health and wellbeing of all Australians, "Healthy Profession. Healthy Australia." We provide skills and knowledge assessment, educational training and ongoing professional development for practicing GPs. We develop resources and guidelines, help GPs with issues that affect their practice, support research to link members with the latest advancements in the field and advocate on behalf of the general practice profession to set and maintain standards of high quality health care for Australians.

Our Values

RACGP Staff are expected to uphold our workplace values:



Progressive leadership Forward thinking and proactive leaders who lead by example and empower staff to create and drive innovation



Quality Honouring our Organisational Vision and Mission Statement by constantly striving for excellence in service delivery and advancement in the field



Ethics Committed to acting with morality, integrity and transparency in serving the best interests of all stakeholders



Professionalism Dedicated professionals who respect and collaborate with others and are fully accountable for their actions.

Your Team

The Membership Operations Team is responsible for leading national programs to promote a career in general practice, and to increase member engagement. The team is also involved on the implementation of key retention and acquisition initiatives to drive revenue through all career stages of General Practice.

The team is responsible for the strategic planning, launch and rollout of key membership activities, including the annual membership renewal campaign and recruitment into General Practice (AGPT Program). Other key initiatives include the development of member benefits and value proposition, elections, product catalogue development, QI to member recruitment and transition and continued development of engagement strategies.

The team develops project plans for campaigns, liaises with key internal and external stakeholders, monitors and measures campaign success, develops and executes communications. The team works closely with Market Intelligence who are responsible for providing analytical insights and post campaign reporting. The team also works closely with Education, Marketing and Communications to develop high-level campaign concepts and messaging.

Your Role

As the leader of the Membership Operations Team, you will lead, under the guidance of the National Operations Manager, a medium size group ensuring they provide professional, courteous and effective customer service to all internal stakeholders, members and potential members. You will also manage the day to day activities and functions of the team with accuracy and timeliness providing leadership and guidance and be responsible for all training and ongoing individual and collective development.

The responsibilities of this role also include using membership insights and in conjunction with the National Operations Manager lead the team on implementing campaigns and initiatives to drive membership renewals, retention, and acquisition and support engagement.

Responsibilities

- Responsible for the daily operational performance and key business outcomes of the Membership Operations team.
- In consultation and conjunction with the National Operations Manager.
 - Lead the membership operations team to support the objectives and values of the organisation.
 - Develop the membership value proposition and the creation of engagement plans for membership career stages.
 - Execute the strategic plan to drive membership engagement, retention and acquisition. This includes conducting cost benefit analysis on membership career stages and the ongoing development and review of membership policies.
 - Develop and implement the annual membership renewal campaign, the annual QI&CPD participant fee renewal campaign, the Australian General Practice Training recruitment (AGPT) campaign and other key member facing campaigns and initiatives as required.
 - Responsible for recruitment of the team including all upskilling, training and succession planning.
- Work with Market Intelligence on reporting requirements related to campaign activities.
- Support the Registrar Membership Advisory Committee(RMAC) and New Fellows Advisory Committee (NFAC)
- Work with the broader stakeholder group across the RACGP to influence positive change and decisions relating to key business initiatives such as but not limited to: Annual Membership Campaign, AGPT.
- In Create and deliver coaching and development plans to the operations team members.
- Deliver agreed KPI's and work plan goals as identified annually with National Membership Operations Manager.

1. Complies with the RACGP's OH&S policies and procedures
2. Takes reasonable care for the safety of his/her own health and safety and that of other people who may be affected by their conduct in the workplace
3. Seeks guidance for all new or modified work procedures to ensure that any hazardous conditions, near misses and injuries are reported immediately to the Manager
4. Participates in meetings, training and other environment, health and safety activities
5. Does not wilfully place at risk the health or safety of any person in the work place
6. Does not wilfully or recklessly interfere with or misuse anything provided in the interest of environment health and safety or welfare
7. Cooperates with the RACGP in relation to activities taken by the RACGP to comply with OH&S and environmental legislation

Equity, Diversity and Inclusion

1. Models and promotes appropriate behaviour in relation to equity and diversity principles and practices
2. Embraces RACGP's equity and diversity initiatives, strategies and implementations in staff equity/diversity related areas, promotion of staff equity and diversity policy/training and RACGP's Reconciliation Action Plan

Your Relationships

Your role requires interaction with the following stakeholders:

RACGP Staff:

CEO, COO, SLT members, NMSC, Education, Digital Technology, Finance, state and national faculties, QI&CPD, Market Intelligence, Contact Centre, Events and Experiences, Communications and content, International

Other:

Committee members, RACGP members from all career stages, Regional Training Organisations, Marketing and Advertising agencies, Department of Health

Key Selection Criteria

Experience, knowledge and Skills

As a **suitable** candidate, you will have:

- Ability to lead a team to successfully drive membership campaigns including engagement, acquisition and retention.
- Demonstrated ability to lead and develop employees with fairness and transparency.
- Continuous improvement skills and ability to identify opportunities to optimise staff skill sets and improve processes.
- Demonstrated ability to coach and motivate individuals to achieve team and organisational goals.
- Proven ability in developing and executing project plans including marketing and communications plans.
- Excellent written skills to prepare and review/edit a broad range of reports, documents, tenders and contracts and ability to lead production of high quality communications.
- Highly effective interpersonal and communications skills (including presentation) with an ability to adjust style and delivery according to the audience.
- Ability to work under pressure and to respond to critical deadlines.
- Proven ability to complete complex projects on time and to budget and to coordinate a range of concurrent projects.
- Excellent organisational and time management skills and proven experience in managing competing tasks to tight and inflexible deadlines.
- Strong computer and systems skills including MS Office suite
- Demonstrated understanding of confidentiality, security and ethical conduct.

As an **ideal** candidate, you will **also** have:

- High degree of initiative and flexibility.
- Demonstrated ability to work autonomously and foster a strong team ethos.
- Previous experience in a marketing or membership leading a team in a membership based healthcare organisation in an NFP environment.

Qualifications

As a **suitable** candidate, you will have completed:

A degree or post graduate in marketing, business or equivalent.

As an **ideal** candidate, you will have completed:

Completion of post graduate in business, marketing, management, communications.

Workplace Behaviours

In your role, you are expected to:

Positively influence others

Take initiative

Focus on service

Make effective decisions

Be transparent

Be respectful

Be emotionally intelligent

Be flexible and adaptive

Strive for excellence

Demonstrate integrity

Be accountable

Collaborate

Classification Description

In accordance with the Enterprise Bargaining Agreement (EBA) 2018 or subsequent agreement.

Declaration

I **[name]** acknowledge that I have read and understood the Membership Operations Team Leader position description which forms part of my employment contract from the date of issue.

I accept that the Position Description may need amending and updating periodically due to changes in responsibilities and organisational requirements

Employee: _____(signature) Date: _____