

Head of Membership and Technical Job description, responsibilities and personal specification

Trade Association

Responsible to	Chief Executive
Direct reports	Technical and Compliance Manager, Member Support Officer x 3
Location	Hybrid, UK wide for member engagement, Derby office for meetings, very occasional overseas travel
Salary	Competitive, starting from £60,000 per annum, commensurate with skills, experience, and the successful applicant's fit for the role.
Hours	36.5 per week (full-time role, permanent) Reduced hours could be considered for the right applicant.

Principal function

The postholder will have overall responsibility for British Pest Control Association's (BPCA) membership engagement, development, technical support, compliance and member assessments.

The postholder plays a crucial role in devising and ensuring the delivery of the membership development/engagement strategy including plans, objectives and Key Performance Indicators (KPIs) in line with the BPCA's mission and vision.

They'll be an active member of the BPCA Senior Management Team influencing processes, procedures, policies across the organisation. The role has overall responsibility of the delivery and maintenance of quality and range of member support services eg TrustMark, Quest etc

This is an outward-facing role with clear deliverables and requires a person who is willing to both self-motivate, self-organise and drive quality standards.

All members of the BPCA Staff team are expected to adhere to the values and behaviours of the Association.

The successful candidate will provide line-management of the membership and technical team and be enthusiastic about the team's development as the Association moves forward into advanced recognition and influence within the pest management industry.

Key skills, attributes and desirable qualities:

- Commercial/sales: Communicating, engaging with and influencing members to grow the membership and improve engagement.
- Manage and maintain relationships with external stakeholders to maintain and grow the integrity of the organisation, particularly from a technical perspective.
- Lead team(s) and make informed operational decisions based on sound analysis and judgement and provide strategic input.
- Technical knowledge: provide technical leadership working in collaboration with stakeholders and the Technical and Compliance Manager. Devise a technical services plan and monitor implementation against plan and evaluate results and impact.
- External representation: be BPCA lead at key external industry forums and be a voice in the media in collaboration with the Technical and Compliance Manager.

- Events/Marketing/PR: work closely with the Events and Marketing Managers to contribute to development of the Annual Content Plan for events/publications etc. and lead/attend member events and webinars.
- Finance/budget: Manage the membership and technical budget.

Key responsibilities

Membership Planning and Reporting

- Prepare, contribute to and evaluate the annual membership plan. Manage implementation and monitor and evaluate membership related activity.
- Produce regular membership reports; contribute to the membership section of the annual report and make sure related content on website is up to date.

Member Recruitment and Retention

- Develop the organisation's member retention strategy, plan and measurements of success which involves devising an appropriate strategy to meet annual retention KPIs.
- Develop the organisation's member recruitment strategy, plan and measurements of success which involves devising appropriate strategy to meet annual recruitment KPIs.

Membership categories, criteria and assessments

- Oversee the structure of the membership grades/categories and the entry criteria or assessment process by which members need to reach/evidence certain standards to be considered members. Ensure process and procedures are followed and recorded and compliance is robust.
- Review and evaluate entry criteria, grades and categories as needed and make recommendations for change based on KPIs for retention and recruitment.

Member Value Proposition

- Responsible for undertaking or maintaining the Member Value Proposition (MVP) to maximise retention and recruitment.
- Review and evaluate MVP and make recommendations for change based on KPIs for retention and recruitment.

Application and Renewal Processes

- Oversee the operational running of the team in terms of ensuring an efficient and effective member application and annual renewal process. Meet and exceed the KPIs for efficiency success which should include positive member feedback.
- Ensure operational processes, procedures, practices and policies are reviewed and updated regularly. Ensure all staff are trained when updated.

Technical support and expertise

- Provide leadership and oversight on the quality of the technical support offer to members reviewing technical support provided via Codes of Practice, web and phone and ensure resources are kept updated.
- Strategic lead in anticipating and identifying changes to regulation (working in collaboration with the policy team) relevant to sector to ensure safe practice and influence industry standards.
- Working in close liaison with Senior Management Team colleagues to ensure resources and members are kept up to date from a technical point of view.
- Provide technical input and support to the training function, working under the direction of the Training and Professional Development Manager who retains accountability for training strategy and content oversight.

Member Insights and coordination

- Lead and manage annual member survey to ensure insight and research informs strategy, working with the Marketing Manager.
- Provide support and coordination to member committees reporting to the Board (ie. Technical, Professional Standards, Equality, Diversity and Inclusion (EDI), Outreach and Comms supporting agenda development).

- Maintain overview of membership of BPCA Working Groups, Special Interest Groups (SIGs) and other internal groups in terms of activity, administration and impact on member engagement.

Offer Development and Benefits

- Overall responsibility for the member benefit package offered in terms of return on investment for members and the organisation. Has overview of costs and seeks to reduce whilst maintaining member experience and value.
- Captures data and insights on level of take up of different member support products and changes to these over time.
- Works with third parties to develop and offer member benefits where needed to add value to the benefit package, with exclusive offers for members.

Member and Non-Member Revenue Generation

- Responsible for creating strategy for increasing (or rationalising) member spend in terms of additional products and services sold for revenue generation.
- Support and contribute to revenue-generating initiatives for training products in alignment with the overall strategy and budgets held by the Training and Professional Development Manager.
- Responsible for creating strategy for increasing non-member spend in terms of products and services available to non-members, usually as a member recruitment method.

Member Engagement and Experience

- Overall responsibility for creating member engagement and/or experience strategy, plan and measurement in relation to retention and recruitment KPIs working closely with the Events and Marketing Managers.

Quality and service improvement

The postholder will be required to focus on quality and continuous service improvement. Quality for BPCA means 'Fit for purpose'; the processes we follow, and products and services we deliver should all be suitable for their intended purpose. Our approach should be "right first time"; mistakes should be eliminated.

Each employee of BPCA has a responsibility to monitor and propose changes which improve BPCA processes, products, work ethics and the environment to deliver:

- Closer and more productive relationships with our customers
- Long term service improvements rather than quick fixes
- Cost savings
- Elimination of wasted time and effort.

The above list is not exhaustive. The job holder may be asked to carry out such other duties within their capability as may be required from time to time.

Essential qualifications

- Minimum: Educated to degree level in relevant discipline
- Established background in pest management will be highly desirable or experience in a senior membership role
- Full driving licence.

Essential skills and experience

- Articulate and persuasive individual who enjoys building productive relationships at all levels
- Ability to work independently and effectively as part of a team
- Ability to plan workload to maximise efficiency
- Willingness to travel/work away from home

- Resilience
- Excellent presentation and communication skills
- Ability to identify opportunities
- Commercially aware and member-focused
- Excellent IT skills.

Desirable skills

Five years plus experience in a senior pest management or senior membership association role.

The package

Competitive, starting from £60,000 per annum, commensurate with skills, experience, and the successful applicant's fit for the role.

Additional benefits:

- Salary reviews
- Annual bonus scheme (non-contractual)
- Company car allowance
- Stakeholder pension scheme (after a qualifying period)
- Private health care (after a qualifying period)
- Employee Assistance Programme
- 25 days holiday plus public holidays, increases with milestone recognition
- Work phone, laptop and equipment provided
- Regular team days and a Christmas party
- Excellent working conditions.

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