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| **Role title:** | Member Programme Lead | **Responsible to:** | Head of Risk Prevention |
| **Division:** | Business Development & Engagement | **Department:** | Risk Prevention |
| **Direct Reports and Level:** | Nil | **Scope:** | Individual Member Risk Prevention Programmes - globally |
| **Scale:** | People – 0 reports£2M Budget£0m income |
| **Regulated Function(s) Held:** | No |
| **Evaluation Level** | Implement 1 | **Role Family** |  Sales/Marketing/Communications |

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| **Overall Role Purpose** |
| Develop the strategy, and brief and oversee implementation by other MPS teams, of the Risk Prevention Member Programme that delivers a high level of engagement and satisfaction among members and prospective members, while contributing to the success of MPS’s corporate strategy.Informed by MPS country plans, member research and market intelligence, the role contributes to the determination of the department’s overall product and service portfolio and is responsible for developing delivery plans across all MPS countries that fulfil our “prevention” proposition, optimise impact from budget, and support acquisition and retention objectives. |

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| **Accountabilities (RACI)** | **Measures of Success/KPI’s** |
| **Operational Leadership** * Deliver on the overall corporate strategy and business performance of member programme
* Develop delivery plans and budget allocation for all MPS countries aligned to the member programme strategy, and internally brief other Risk Prevention teams to operationalise
* Identify and internal/external sources of intelligence that contribute to developing a competitive and member focussed Risk Prevention proposition
* Collaborate with key stakeholder departments across MPS such as Business Development, Planning, Proposition and Brand and Marketing, to ensure alignment and integration of the Risk Prevention Member strategy and plans
* Lead on assigned Risk Prevention projects affecting MPS globally and roll out other projects/initiatives to members.
* Lead the development of business cases and project scoping submissions for development of new member programme products and services
* Ensure internal stakeholders are keep informed in a timely manner of the member strategy, delivery plans and reporting on historical activity and performance.
* Undertake continuous improvement of member programme and delivery plans by evaluating performance against KPI’s
* Identify and work with 3rd party organisations as a channel for strategic and lower cost delivery of products and services.
 | * Corporate Strategic priorities Vs plan
* Internal client satisfaction
* Risk Prevention Services Strategic Priorities Vs plan
* Risk Prevention Services Plan Delivery Vs plan
* Delivery of projects to plan
* Risk Prevention Services engagement index Vs plan
* Risk Prevention Services leadership index Vs plan
* Timely, accurate management reports with insightful analysis
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| **Financial*** Apportion the member programme budget to deliver optimal impact of the Risk Prevention strategy and to support the business’s objectives
* Ensure cost and service is delivered within budget, meeting members expectations whilst meeting/exceeding engagement and satisfaction KPI’s
 | * Operational budget Vs Plan
* Income Vs plan
* Target segment engagement v plan
* Cost per engagement Vs engagement and NPS targets
* Operational Metrics Vs SLAs
* Member numbers Vs plans
* Identification of reduced risk profile of participants
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| **Member*** Monitor and provide robust challenge of emerging risks and issues arising from business activities which fail to deliver appropriate and consistent outcomes for members or are likely to have a material adverse effect on the Group, its operation or financial security
* Establish a culture and capability in Lean / continuous improvement to drive operational efficiency and great member experiences and outcomes.
* Conduct research into member education preferences and elicit insight from across MPS to inform strategy
* Develop and utilise knowledge of developments in global healthcare, market and member segments and inform the Risk Prevention development team, insights, product and proposition teams to ensure currency of knowledge and understanding

Deliver risk prevention services to high quality and relevance achieving target satisfaction and Net promoter scores  | * % of members who participate in Risk Prevention
* Net promoter score of participants
* Member Experience SLA’s Vs plan
* Brand awareness
* Internal Stakeholder Feedback
* Repeat member attendance
* Number of targeted non-member participants
* First to market products on topics important to members
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| **People*** Maintain an understanding of professional needs and best practice in order to support MP&S to promote high performance and an effective service for members.
* Input into the development, delivery and review of the Risk Prevention engagement activities.
* Ensure key stakeholders, and MPS is kept regularly informed of member programme plans, activity, new product development and performance against objectives
 | * Risk Prevention Engagement Index Vs MPS
* Risk Prevention Leadership Index Vs MPS
* Compliance with Training and Competence Schemes
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| **Risk*** Identify and report risks and issues identified within Risk Prevention Services and across MPS to enable resolution and mitigation of potential impact on MPS, members and colleagues.
* Create an environment where all colleagues recognise the importance of risk identification and management
* Ensure appropriate business processes and controls are in place to manage the Department within risk appetite; comply with policies and regulatory requirements (as applicable).
 | * Risk & Control Self- Assessments
* Audit Actions
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| **Responsibilities (RACI)** |
| * Engage with all BD&E Leads and Managers to ensure the Member risk prevention strategy is aligned with and supports the overall strategy and budget
* Collaborate with key inter department stakeholders to ensure alignment of Risk Prevention to various strategies and plans
* Identify issues and topics to be the subject of development of courses and services to individuals
* Contribute to the determination of the overall Risk Prevention product and service portfolio
* Understand and share internally within Risk Prevention knowledge of member segment characterises and market information

Collaborate with Brand and Marketing to ensure effective efficient promotion of RP overall and specific activities |

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| **Key Governance Responsibilities** |
| * Not applicable
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| **Leadership Framework Competencies** | **Level** |
| Fresh Thinking | Leading Others |
| Building Capability in Self and Others | Leading Self |
| Influencing Others | Leading Others |
| Collaborating for Results | Leading Others |
| Leading Self and Others | Leading Others |
| Commercial and Risk Thinking  | Leading Others |

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|  | **Knowledge and Qualifications** | **Skills** | **Experience** |
| **Essential** | * Post graduate professional degree in education or similar
* Product portfolio creation and management
 | * Manage relationships and influence of internal stakeholders.
* Research
* Problem and opportunity assessment and solutioning
* Analysing internal and external sources of information to identify trends and issues of high interest to individual healthcare professionals
* Strategic, operations and budget planning
 | * Global stakeholder management
* Operational responsibility at scale across multiple countries
* Product development and bringing to market
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| **Desirable** | * Qualifications in marketing and education
 |  | * Business development
* Working in healthcare
* Contributing to the development of education
* Strategy and planning role in a commercial education or member professional organisation
* Content marketing strategies
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