

## JOB DESCRIPTION

### DIRECTOR OF PHARMACY & MEMBER EXPERIENCE

Location:	London
Reports to:	Chief Executive Officer
Responsible for:	Country Directors (and their teams) and the functional leads for the following; Professional Standards, Member Support, Marketing & Communications, Events, Professional Support, Consultations, Public Relations and Museum & Library
Grade:	7

#### Who we are

The Royal Pharmaceutical Society is the professional membership body for pharmacists and pharmacy in Great Britain. We advance the profession of pharmacy for public and patient benefit to secure the future of the profession and our members.

#### What we do

We lead and promote the advancement of science, practice and education in pharmacy to shape and influence the future delivery of pharmacy driven services.

We support and empower our members to improve health outcomes for society through professional guidance, networks and resources

#### How we work

We are:

- Focused on delivering for members, patients and the public
- Committed to listening and learning
- Collaborative in our approach to success
- Dedicated to excellence in everything we do

Over the next 5 years, our activities and resources will be focused on delivering six strategic goals.

1. We will improve the public's health and wellbeing
  2. We will be the professional voice of pharmacy
  3. We will support the education and development of pharmacists
  4. We will be a global publisher of medicines information
  5. We will drive and support research and innovation in medicines and healthcare
  6. We will be a viable and sustainable organisation
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## **JOB PURPOSE**

You will be accountable for the leadership of the functions and teams that support the pharmacy professional leadership elements of the Society. These include the teams led by the three Country Directors that work in support of the National Pharmacy Boards of England, Scotland and Wales.

The three Boards are the 'backbone' of the Society and are responsible for creating Society policy that is relevant to the practice and furtherance of the profession within the nations of Great Britain. They are responsible for generating their annual workplan in recognition of the role played by the Boards in advocacy, representation and support for members. By working in a collaborative way they help develop Society-wide policies on key matters that are applicable to all members and the profession, irrespective of national boundaries. The Director of Professional Leadership and Member Experience has a key role to play in coordinating workplans across the countries and harnessing resource to ensure that the Society is efficient in its application and remains respectful of the importance of the concept of devolution. You will work with the Country Directors to develop a GB-wide professional strategy that is approved by the Assembly (the overarching governing body of the Society) and the Chief Executive.

The role also demands a high personal profile and strong leadership in the delivery of our member experience. You will lead the teams that immediately interact with our members and handle general member enquiries and professional enquiries both directly and indirectly through a line management structure. You will be required to integrate these functions, along with others, which have traditionally sat apart. Through your inspirational leadership you will ensure that the Society connects with its members via a variety of different channels including face-to-face events, digital platforms and written communication or publications.

You will work closely with colleagues in our publishing function, notably the Pharmaceutical Journal to ensure that key achievements of the Society are effectively communicated to our members and you will be responsible for ensuring the content of our website is current and maintained.

Your team will develop the professional standards for pharmacy practice through collaboration with external bodies and with the input from Expert Advisory Panels that you will be responsible for developing and supporting. Our Professional Standards document is recognised as being of very high quality and reflects the professional standards of the organisation and its members, and you are therefore in many ways the custodian of our professional ethos.

The membership recruitment and renewals process is also managed by this function and you and your team will be accountable for the strategy that grows our membership numbers. This strategy will need to be developed further if we are to meet our ambition for growth and ensure that our members needs, at whatever career stage they are at, are met or exceeded.

The Society operates an accredited Museum and Library service which houses many artifacts and publications that encapsulate the heritage of our profession and of the professional body. This asset is to be developed further under your leadership so that more of our members may experience the items held under our custodianship and those who aspire to join the profession can better understand its origins. Our relationship with undergraduate and pre-undergraduates and those bodies that represent them also falls into your remit as they are the pipeline of future members and you will be expected to develop relationships with the Schools of Pharmacy in order to connect with student members.

To achieve these aims you will work closely with external organisations, partner groups and stakeholders on high level, strategic work streams of reputational significance to the organisation. You

will manage budgets within agreed limits, produce reports for the Boards and Assembly as required, manage external panels and consultants.

You will be a full participant in the work of the Executive Leadership Team. You will be expected to take an active interest in, and make an active contribution to, the operation of the Royal Pharmaceutical Society, including areas outside of your own functional responsibility.

## **MAIN ACCOUNTABILITIES**

Develop and implement the Society's professional leadership strategy ensuring that it reflects the policies developed by the National Boards and as agreed with the Assembly and Chief Executive

Develop and implement a membership recruitment and retention strategy that meets the needs of the organisation

Efficiently manage the member renewal process

Develop and implement the professional leadership function's operating plan and annual workplan in alignment with the Society's key objectives and overarching strategic plan

Lead the Country Directors and their teams to ensure that the National Boards are able to function effectively in order to represent their members and meet their obligations under the Society's governance arrangements

Work closely with, and in support of, other functions - notably Education and Professional Development, Science & Research teams to ensure that programmes meet the needs of the membership and are accessible

Ensure that RPS professional services are truly aligned to members needs and that the organisation takes a 'members first' approach to every interaction

Lead the Events team to deliver a series of events that members want and which operate at break-even at a minimum unless agreed by exception with the Chief Executive

Lead the development and implementation of the brand proposition in accordance with the vision, mission and purpose of the organisation and ensure that brand guidelines are developed and followed across the organisation

Support the Local Practice Forums to deliver a great local member experience while raising the quality of events and enabling local volunteer leaders to deliver against an agenda that compliments the strategic objectives and business plan for the Society

Provides coordinated support for GB wide policy, working closely with and supporting the three national teams and Boards for England, Scotland and Wales, and contributing to a comprehensive library of accurate and timely policy documents and position statements and delivering the RPS endorsement service.

Accountable for ensuring a coordinated organisation wide process of responding to external consultations, supporting the leadership role of the organisation through working with experts and partnership specialist groups.

Accountable for coordinating and approving RPS endorsement of support tools, guidance and events from other organisations and groups including Royal Colleges, stakeholders and partner groups.

Supports the leadership role of the organisation through working with stakeholders, health organisations and pharmacy bodies and representing the organisation on stakeholder groups and projects.

Accountable for ensuring the provision of a range of professional support and development services including a professional support enquiry service, professional support tools and relevant supporting information resources delivering advice and support to RPS members across all stages and sectors in accordance with member needs.

Accountable for the delivery of higher level professional standards and guidance, and ongoing implementation and support for standards and guidance, working with experts and other stakeholders, in order to lead and support the profession in achieving the highest possible levels of practice

Ensure that all personal ways of working and those of your team are consistent with the values and culture expected within the Society

**This list is a summary of the main accountabilities of this role and is not exhaustive. The role holder may be required to undertake other reasonable duties from time to time.**

## **SUCCESS MEASURES**

- The Society is viewed externally as being at the forefront of leadership within the profession, which increases membership recruitment and retention
- High quality Society-wide policies are produced that are applicable to all members and the profession, irrespective of national boundaries.
- All teams within the Professional Leadership and Member Experience directorate are working in alignment towards the function's workplan, which is aligned with the Society's overarching strategy
- Relationships with stakeholders are strong, mutually beneficial and sustained
- An active contribution is made as part of the organisation's Executive Team.

## **CORE RESPONSIBILITIES FOR THIS JOB**

- Personal responsibility
- Managing and developing people
- Managing budgets and resources
- Managing the organisation
- Achieving results/delivering performance
- Problem solving

## BEHAVIOURAL COMPETENCIES

Behavioural competency	Level required – ops, mgr, senior mgr
Strategic perspective	Senior Manager
Delivering a member and customer focussed service	Senior Manager
Communication	Senior Manager
Planning and organisation	Senior Manager
Openness to change	Senior Manager
Negotiating and influencing	Senior Manager

## KNOWLEDGE & SKILLS FOR THIS JOB

- Pharmacy degree, with ideally 10 years of experience in practice (desirable)
- RPS member and RPS Faculty member (desirable)
- Experience in marketing functions or in branded product development (desirable)
- Proven track record in managing and developing a team
- Significant experience in management, prioritisation, balancing competing demands and delivering in line with objectives and quality
- Experience and understanding of a service environment
- Evidence of having produced high quality written professional support resources at a national or regional level
- Excellent communication skills
- Proactive and able to work according to strategic direction.
- Experience and awareness of governance, financial management and risk management
- Experience of developing and maintaining effective working relationships with stakeholders
- Experience of coaching and developing others
- Ability to motivate others to deliver

**DATE JOB DESCRIPTION AGREED: April 2018**