

## ROLE DESCRIPTION

### RPS AMBASSADOR

**Location:** Home worker – each role to be based in a defined locality in England  
**Reports to:** Neal Patel – Head of Corporate Communications  
Gareth Kitson – Professional Development and Engagement Lead  
**Grade:** Honorarium of £1000 plus expenses

#### Who we are

The Royal Pharmaceutical Society (RPS) 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

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## JOB PURPOSE

The role of the RPS Ambassador is to be a visible and proactive champion of the RPS and to support members to engage with, and utilise, the vast array of support tools and services that are offered by the RPS as part of the membership package and actively support the professional development programmes offered by the RPS.

The Ambassador will be responsible for engaging with non-members and showcasing the benefits of becoming a member of the RPS. This will be achieved through close working with local employers and other pharmacy groups, with support provided by the RPS.

## **ADDITIONAL INFORMATION**

**Remuneration:** The role of RPS Ambassador is non-salaried, but an honorarium of £1000 is available and expenses will be reimbursed. This will be paid in two £500 instalments (at the start of engagement and 6 months later).

**Time commitment:** The time commitment of this role will be variable depending on personal networks and current relationships that exist in your local area. However, in order to receive the full £1000 honorarium, Ambassadors would be expected to seek out opportunities to promote the work of the RPS on at least 4 occasions throughout the 12 month period. In addition to this, the Ambassador would be expected to support any “ad hoc” events or opportunities to promote the RPS as they arise throughout the year.

**Term:** 12 months to be reviewed at a later date.

## **MAIN ACCOUNTABILITIES**

1. Work with the RPS team, including but not limited to, members of Team England, the Marketing and Membership Team, Professional Development and Support team and members of Local Practice Forums (LPF).
2. Seek out and support at least 4 opportunities throughout the 12 month period to promote the RPS, showcasing the range and variety of support tools we offer to our members. Topic guidance can be given according to audience and area.
3. Work with local stakeholders, such as local employers, Local Pharmaceutical Committees (LPCs) and training providers to champion the benefits of becoming a member of the RPS and promote the work being carried out by the RPS.
4. Develop local links and networks, to strengthen the RPS communication channels which would allow the key messages of the RPS to reach members, and non-members
5. Proactively promote the RPS as a membership organisation and showcase the benefits of becoming a member, encouraging non-members to join. Support and materials will be provided by the RPS to help facilitate this.
6. With our support, guidance and provision of resource, speak confidently about topics that are important to the RPS, our members and the wider pharmacy audience.
7. When appropriate and with our guidance, use your various social media channels to promote the work of the RPS and RPS membership.

**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**

- An increase in opportunities for members to engage with the professional development and support tools developed by the RPS and an increased awareness, amongst non-members, of the benefits of becoming an RPS member and the services it offers.
- Good evidence of engagement with key RPS partnerships and stakeholders
- Positive and constructive feedback from local leaders, peers and other networks.
- Successful recruitment of 5-10 new RPS members for the membership year 2018 – 2019.

## **KNOWLEDGE & SKILLS FOR THIS JOB**

- A passion for developing the pharmacy profession
- Excellent communication skills
- Self-motivated
- A range of contacts and knowledge of local stakeholders
- Effective time management and organisational skills
- Basic IT skills
- Awareness of social media
- Negotiating and influencing
- A member of the RPS and a member, or working towards becoming a member of, the RPS Faculty.

## **SUPPORT**

We will ensure that you are supported in all aspects of your role, ensuring that you are as successful as possible. We will provide support in the following areas:

- Coordination – From time to time, you may wish to support, attend or organise events, promoting the RPS, engaging with members and offering non-members the opportunity to join us. We will provide you with the resources and tools to do this, from pop-up banners and presentations to membership forms – we will support you.
- Management Intelligence – it can be helpful to understand the pharmacist workforce in your area. This will help you to ensure that any conversations you are having or any resources you are promoting, are relevant to them. We will provide you with member demographics and key messages to help you with your role, including with the relevant personal skills to be able to have these conversations.
- Pharmacy mentor – your professional development is important to us. We want to ensure that you developing at the same time as promoting the RPS. We will share our professional networks, provide advice on delivering events and act as a personal mentor, if required.

**DATE JOB DESCRIPTION AGREED:** March 2018