

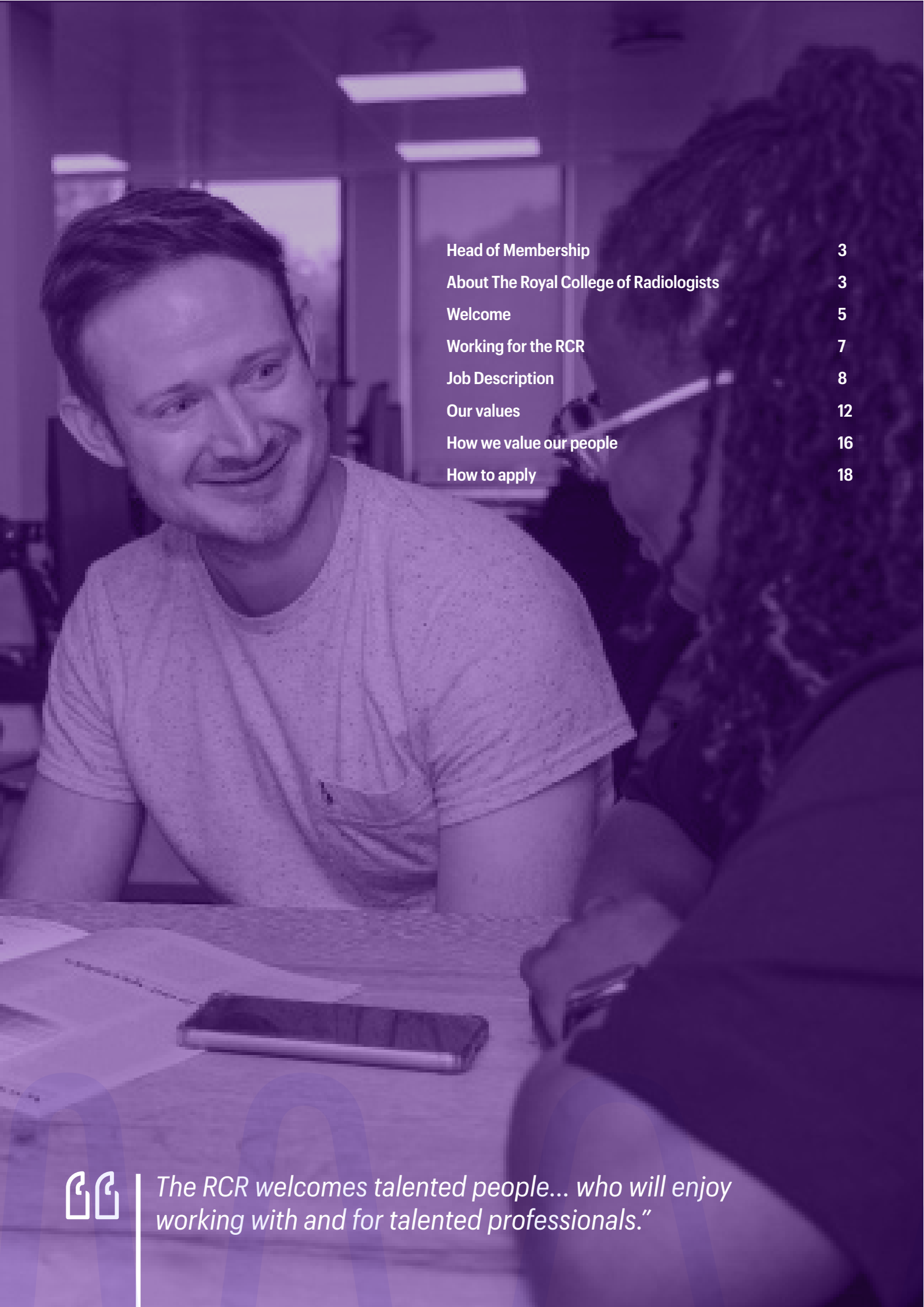


# The Royal College of Radiologists

## Head of Membership Candidate pack



The Royal College of Radiologists



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The RCR welcomes talented people... who will enjoy working with and for talented professionals."

# Head of Membership

|                                |                                                                                                                          |
|--------------------------------|--------------------------------------------------------------------------------------------------------------------------|
| Salary:                        | £70,880 per annum, with pay progression up to £78,340 per annum within two years employment, plus excellent benefits     |
| Location:                      | Central London, with flexible working                                                                                    |
| Hours:                         | Full-time/35 hours per week                                                                                              |
| Contractual status:            | Permanent                                                                                                                |
| Closing date for applications: | 23:59 26 October 2025                                                                                                    |
| Interview date:                | Shortlist interviews are scheduled for 3 and 4 November 2025 and selection interviews are scheduled for 10 October 2025. |

# About The Royal College of Radiologists

Are you interested in making a real difference in the healthcare sector to improve imaging and cancer care for all?

At The Royal College of Radiologists (RCR), we're the leading professional membership body for clinical radiologists and clinical oncologists and a registered charity who educate and support doctors throughout their career. With over 14,000 members in the UK and internationally, together we're contributing to the advancement of each new generation of doctors and helping to improve patients' lives.

We require a broad range of skills and experience to deliver our strategic goal of increasing the clinical radiology and clinical oncology workforce, which will ultimately lead to improving imaging and cancer care services for all.

If you're inspired by our **strategy** and **values**, and are passionate about helping us meet our ambitious goals in an environment that celebrates differences, values diversity and recognises that everyone here plays a role in the success of the College, then we encourage you to consider a career at the RCR.



# Welcome

Thank you for your interest in working with the RCR. I hope that you will find the information in this Candidate Pack useful, in addition to the content on our website: [www.rcr.ac.uk](http://www.rcr.ac.uk)

The last few years at the RCR have seen much growth and development. We have improved the range and quality of the services and support offered to our membership. We have grown the external profile of the RCR's work and increased awareness of the value of our medical specialities to patients and the public. We have created life-saving guidance and expanded our work globally to many different countries. We've revised how we train and examine our doctors to ensure they continue to be the best in the world, plus much, much more. We are ambitious to continue this success and build into the future.

Our Strategic Priorities from 2019 are:

## Workforce

Support excellent, safe patient care by working collaboratively on team-wide standards across imaging and oncology. Define our doctors' professional needs for the future and shape sustainable workforce models for our patients and our specialties to realise them.

## Be the experts

Highlight to the public and stakeholders the contribution our specialties make to safe, evidence-based and cost-effective patient care. Contribute meaningfully to the debate on the future of healthcare both in the UK and overseas.

## Professional learning

Develop our educational offer to support our doctors to meet the challenges of practice, working with others where appropriate, sharing ideas where possible. Adopt new educational models rapidly to ensure continuing equity of access to high-quality products.

## Membership value

Support all members and Fellows to deliver the best care for patients, for their entire career regardless of where or how they practice.

## Our College

Shape a College that is demonstrably agile and responsive, accountable and open, supporting our specialties and the patients we treat.

The RCR is growing – in what we achieve, our income and our staff. We are a great team that focuses on improving the lives of patients through our doctors. Our culture is friendly and ambitious, underpinned by a continuing commitment to develop and support all our employees.

We are a *London Living Wage Employer* ([www.livingwage.org.uk](http://www.livingwage.org.uk)) not only for our employees, but also in respect of our contractors.

The RCR welcomes talented people who share our ambition, commitment who will enjoy working with and for talented professionals.

I look forward to hearing from you.

Yours sincerely



## Working for the RCR

The RCR is a membership body and a registered charity. The trustee board is mainly made up of practising clinical oncologists and clinical radiologists and is accountable to the membership at large. Each specialty has its own Faculty which agrees policy and the range of support, advice and guidance offered to doctors in the specialty. The executives of the RCR are the eight Officers (doctors) who work closely with the senior management team (the Chief Executive and Executive Directors for Communications, Education, Professional Practice and Business and Resources) supported by about 100 other employees.

world class retention levels globally and in the UK. You will think big picture whilst delivering on the detail and will use data, insight and collaboration across the Communications Directorate to build a membership offer and experience that results in tangible growth. Well versed in systems, processes, analysis and engagement tactics, you will champion member experience across the College and use all that the College does to improve that experience.

### The Communications Directorate/Membership Operations Team

Are you passionate about driving membership value and ensuring that everything from proposition and processes to events and customer service leave members feeling engaged and supported? We are looking for a strategically minded Head of Membership to drive global membership growth and ensure

### Where the job fits



# Job description

|                           |                                                                                        |
|---------------------------|----------------------------------------------------------------------------------------|
| Job title:                | Head of Membership                                                                     |
| Responsible to:           | Executive Director, Communications                                                     |
| Responsible for:          | Membership Operations Manager                                                          |
|                           | Membership Development Manager                                                         |
| Contract terms and hours: | Permanent, full time                                                                   |
| Location:                 | 63 Lincoln's Inn Fields, London WC2A 3JW with flexible working                         |
| Flexible working:         | Employees are required to work from the office for at least 40% of their working week. |

## The role

### Overall purpose

The Head of Membership is responsible for recruiting, retaining and understanding Fellows and members of the RCR, driving our ambitious global growth targets, ensuring seamless, efficient processes, and building a membership value proposition that means our existing Fellows and members feel supported and listened to and potential members want to join the College.

### Main areas of responsibility

- a. Lead and deliver a strategy for global growth to grow our membership base
- b. Lead on membership knowledge and insight using data to understand our members at macro and micro level.
- c. Ensure a great service to members at all times through day to day interactions, renewals and events
- d. Ensure our membership structure, categories and fees are appropriate, financially attractive and sustainable, support wider College aims and are generally fit for purpose
- e. General

### Responsibilities

#### a. Membership recruitment

1. Create and execute a strategy for global growth, identifying attractive markets for the RCR to enter, distinguishing our offer from our competitors, and developing key marketing messages
2. Lead global recruitment campaigns each year (working closely with brand team to ensure consistency), trialling approaches, offers, incentives and more, honing the approach to build a tried and tested model of recruitment and processing of members to meet ambitious revenue targets
3. Support wider global activity for the College, including global conference attendance, setting up stakeholder meetings etc
4. Lead on global partnerships (universities, societies) to deliver global membership growth; devise and trial business-to-business membership packages and/or bulk discounts to meet targets, ensuring that our processes enable and support this approach
5. Ensure that membership recruitment supports and aligns with membership engagement and brand so that our messaging and approach is always consistent

6. Work closely with the Finance Team to ensure that all activities regarding membership recruitment align to our financial goals, ensuring that packages offered are attractive whilst continuing to benefit the RCR financially.

#### b. Membership insight and satisfaction

7. Ensure that our pricing and membership categories are reviewed regularly to ensure that they are competitive, fit for purpose and support our ambitions and aspirations
8. Meet retention targets in the UK and globally, ensuring that we respond quickly and effectively to any change in behaviour, and provide analysis of any trends around retention to inform future retention strategies
9. Use data to understand our members at macro and micro level – using CRM to identify opportunities, risks and behaviours; using more in-depth insight (including the bi-annual membership survey) to support deeper and stronger engagement.
10. Benchmark engagement levels to other similar organisations to identify and capitalise on areas for improvement
11. Use macro data to analyse trends and the markets we operate in, including around global opportunities to support and inform the development of global recruitment strategies.
12. Be the expert voice on our members, and on the needs and expectations of our various membership segments including career stages, and communicating this information to others in the College as relevant to support better offers and deeper engagement
13. Provide relevant data, insight and advice to other teams and committees as required

#### c. Membership operations

14. Ensure all RCR members receive a first-class service when communicating with the College.
15. Support the Membership Operations Manager to deliver a seamless and member-focused service to all members ensuring SLA's are in place and met.
16. Work with the membership operations manager to ensure that our processes are efficient, appropriate and streamlined where possible.
17. Lead on delivering engaging and high-quality admissions ceremonies, building on engagement to create a touch point for the beginning of a fellowship journey
18. Be the expert voice on membership, ensuring that we excite and delight members and that our categories and pricing are appropriate.
19. Oversee the annual renewals process, ensuring that the RCR's member retention rates are world leading.
20. Ensure effective processes and ways of working are in place to gather intelligence from our members at every touch point, such as collating reasons for resigning their membership when opting not to renew, and ensure this data feeds into future development.

#### d. Leadership and management

21. Lead, motivate, performance manage and develop the team in accordance with RCR policies and the Scheme of Financial, Contractual and HR Delegation.
22. Promote effective communication between members of the Membership team and the rest of the directorate/organisation.
23. Manage records (attendance and absence) of direct reports using the RCR's electronic HR system.



24. Ensure the team is actively engaged in their work, motivating them to innovate and keep up with changes in best practice whilst ensuring the work they deliver is the best fit for the context of the RCR.

e. General

- 25. Contribute to the development of shared objectives for the Directorate as part of their leadership team, to ensure targets are delivered
- 26. Support the team plans, set objectives, business planning, budgeting and forecasting in line with the Directorate and RCR-wide objectives.
- 27. Undertake such duties appropriate to the level of the postholder’s qualifications and experience as may be required by the RCR from time to time.
- 28. Maintain and manage records in accordance with RCR’s data protection policy and guidance.
- 29. Maintain documentation on all activities carried out



Key working relationships

Internal working relationships

- President and all RCR Officers – share knowledge on membership
- Chief Executive and senior managers – share knowledge, advise on external messaging
- Marketing team – share knowledge, plan communications

External working relationships

- Royal Colleges’ membership professionals
- Global societies and universities – develop membership recruitment strategies to meet market need
- Stakeholders with whom the RCR collaborates – create strong relationships; align aims; share information including overseas stakeholders
- Agencies – digital, marketing, design – ensuring good working relationships, value for money and high quality deliverables

Scope and limits of authority

|                                                 |                                                                                                                                                                                     |
|-------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Decision making level                           | <ul style="list-style-type: none"><li>• Leadership (with Exec Director of Comms) of key issues – membership strategy, global growth strategy</li></ul>                              |
| Financial resources                             | <ul style="list-style-type: none"><li>• Budget management, budget to be determined</li></ul>                                                                                        |
| Other resources                                 | <ul style="list-style-type: none"><li>• Maintaining information resources relating to all areas of responsibility</li></ul>                                                         |
| People management                               | <ul style="list-style-type: none"><li>• Direct management of two staff.</li><li>• Overall management of a team of 8</li></ul>                                                       |
| Legal, regulatory and compliance responsibility | <ul style="list-style-type: none"><li>• Ensure activities are compliant with data protection</li><li>• Ensure appropriate licences are maintained for all team activities</li></ul> |





The person

|                                                                                                                                                           | Essential (E) or Desirable (D) |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|
| Knowledge, qualifications and experience                                                                                                                  |                                |
| Experience leading membership recruitment to grow a membership base globally                                                                              | E                              |
| Experience developing and implementing a B2B membership strategy                                                                                          | E                              |
| Knowledge of, and experience using, advanced data analysis to drive data-led membership decision making                                                   | E                              |
| Experience of leading a membership function                                                                                                               | E                              |
| Experience of leading a joined up, data-driven membership communications function across a range of channels such as newsletters, publications and email. | E                              |
| Knowledge of global markets and customs                                                                                                                   | D                              |
| Skills and abilities                                                                                                                                      |                                |
| Accurate use and understanding of English.                                                                                                                | E                              |
| Well-developed leadership skills; working across the organisation as well as within own function                                                          | E                              |
| Skilled manager of people, able to bring together, motivate, co-ordinate and develop a team applying a range of management approaches as required         | E                              |
| High level oral and written communications skills                                                                                                         | E                              |
| Knowledge of CRM systems and how to use data to drive strategy and identify/address issues                                                                | E                              |

Other Requirements

To be able to apply candidates must be able to also fulfil the following requirements:

- Candidates must have the right to work in the UK to be able to apply for positions at the RCR
- Enthusiasm for learning and development and taking on new tasks.
- A strong commitment to equality and valuing diversity
- Commitment to the aims and charitable objectives of the RCR
- The ability to maintain confidentiality and information security
- Commitment to the values and behaviours of the RCR
- Commitment to own continuing professional development



Our values



People focus

We treat everyone fairly and with respect, actively listening and responding appropriately, while recognising individual differences.



Integrity

We are open, honest and transparent. We strive to reflect and learn from experience in every area of our work to deliver the right outcome.



Making a difference

We strive for excellence. We make a difference by setting standards and empowering our membership and our staff through personal development and lifelong learning.

We recognise that patients’ best interests underpin everything we do.



## Behavioural competencies

The RCR's Competency Framework defines the behavioural competencies required from all staff to contribute effectively in their role and within the wider organisational team.

### Communicating effectively

The success of the College depends on how it communicates with its membership and other stakeholders. Employees need to know their audience(s) and communicate with them in a way which meets stakeholder needs and expectations as far as possible.

### Working together

The College's effectiveness and reputation depends on efficient and collaborative working, both within and beyond the team. This includes all employee colleagues, Officers, other Fellows and members and often others outside the College.

### Personal effectiveness

The College is most effective when employees take ownership of their work, understand the context of that work, deliver effectively to achieve required results and demonstrate a positive attitude to taking on additional responsibilities or learning new skills.

### Customer focus

We should all provide excellent services to all customers but notably to the membership and staff colleagues. Focusing on those and other customers, and understanding and responding appropriately to their needs, is key to the success and sustainability of the College.

### Embracing change

We must all play a part in ensuring that the offer the College makes continues to be effective and relevant in meeting customer needs. This will involve changes to what we do and how we do it. We all need to play our part in embracing change.



# How we value our people

## Benefits

We offer all our employees a fantastic range of benefits to help you enjoy a great work-life balance, look after your wellbeing and plan for the future.

### A modern and welcoming working environment

We've made sure our office in a prime central London location is a destination people want to come and work in – it's open-plan and spacious, with areas for meetings, collaborative working and concentrated workspaces. We also have kitchen facilities well-stocked with plethora of teas and two very fancy coffee machines for everyone to use

There are lots of things going on when you come in too, including learning and development sessions with doctors talking about their work, tea and cake get-togethers, free massages monthly and monthly town hall meetings where staff can share updates and ask questions. We even have our own social committee and organise regular fun events, which are a great way for you to get to know your co-workers.

### Excellent pension scheme and life assurance

We like to help our staff save for the future and provide an excellent employer pension contribution. We also have a life assurance and personal accident policy which covers all employees up to four times their annual salary.

### Hybrid working

At the RCR we only hire great people, and we value being able to bring everyone together to bond, build great working relationships and

generate amazing and innovative ideas.

We embrace remote working, and our staff are able to work remotely for up to 60% of their working time, with 40% in the office. All staff are provided with a laptop to allow them to work remotely, along with equipment such as desks and chairs to make sure they're comfortable when working from home. Our offices are open throughout the working week though, and staff are always welcome to come in as often as they wish.

### Wellbeing support

We like to make sure everyone at the RCR is supported, both professionally and personally, so in addition to our excellent line managers and supportive HR team, we've invested in training a number of dedicated staff members passionate about mental Health as Mental Health First Aiders. We also provide an Employee Assistance Programme, that's has a 24/7 helpline so if you ever have any personal problems or concerns, there's always somewhere to turn for help and advice.

### Generous annual leave allowance

Working hard is important, but taking a break matters just as much. Everyone starts with a 25-day annual leave allowance per year and that increases with service too.

### Interest-free season ticket loan and cycle to work scheme

To make sure you're able to get into the office in the way that best suits you we offer all staff the option to take out an interest-free season ticket loan to help cover the cost of travelling, as well as a cycle to work scheme for those of us who like to be more active on their commute. If you





do choose to cycle in, we have somewhere safe to leave your bike and showers to use if you want to freshen up before work.

### Festive spirit

We know taking a break at the end of the year is important to our team. To ensure everyone gets a well-deserved rest to spend time with loved ones, we usually close our office between the Christmas and New Year period – gifting the extra days off to all staff, in addition to their usual annual leave.

### Making a real difference

In addition to all the great benefits we've listed above, we believe the main reason people want to join the RCR is because you also get to go to work knowing your role has an impact on the lives of doctors and patients.

## Equality and diversity

Every day, our colleagues are making a difference by helping to improve imaging and cancer care for all. This starts by having the best talent, and that is only possible with a diversity of thinking, diversity of background and experience, and diversity of skills.

Diversity means better ideas, better solutions and more innovation. It's why one of our key priorities is to ensure our workforce reflects the communities we serve.

We're committed to creating an inclusive workforce and working environment for us all to enjoy – where everyone is able to bring their whole self to work to create change and reach new heights of creativity.

You can find our equality, diversity and inclusion commitment [here](#) as well as our equality and diversity policy [here](#).



*Great purpose, great people, great working environment and clear direction of travel."*

## How to apply

The closing date for applications is 23:59 26 October 2025.

Please submit a CV and a covering letter (of no more than a page and a half) submitted as Full name, Role, CV/CL together with a completed, [Diversity Monitoring Form](#).

It is important that your covering letter includes a clear statement in support of your application, which demonstrates how you meet the essential (and, where applicable, desirable) criteria described in the table entitled 'the person'.

We expect you to meet the points listed under "other requirements" of the Person Specification as a pre-requisite for applying for this position. However, you are not required to address these points in your written statement. We will explore them further if your application is taken to the next stage(s) of the recruitment process.

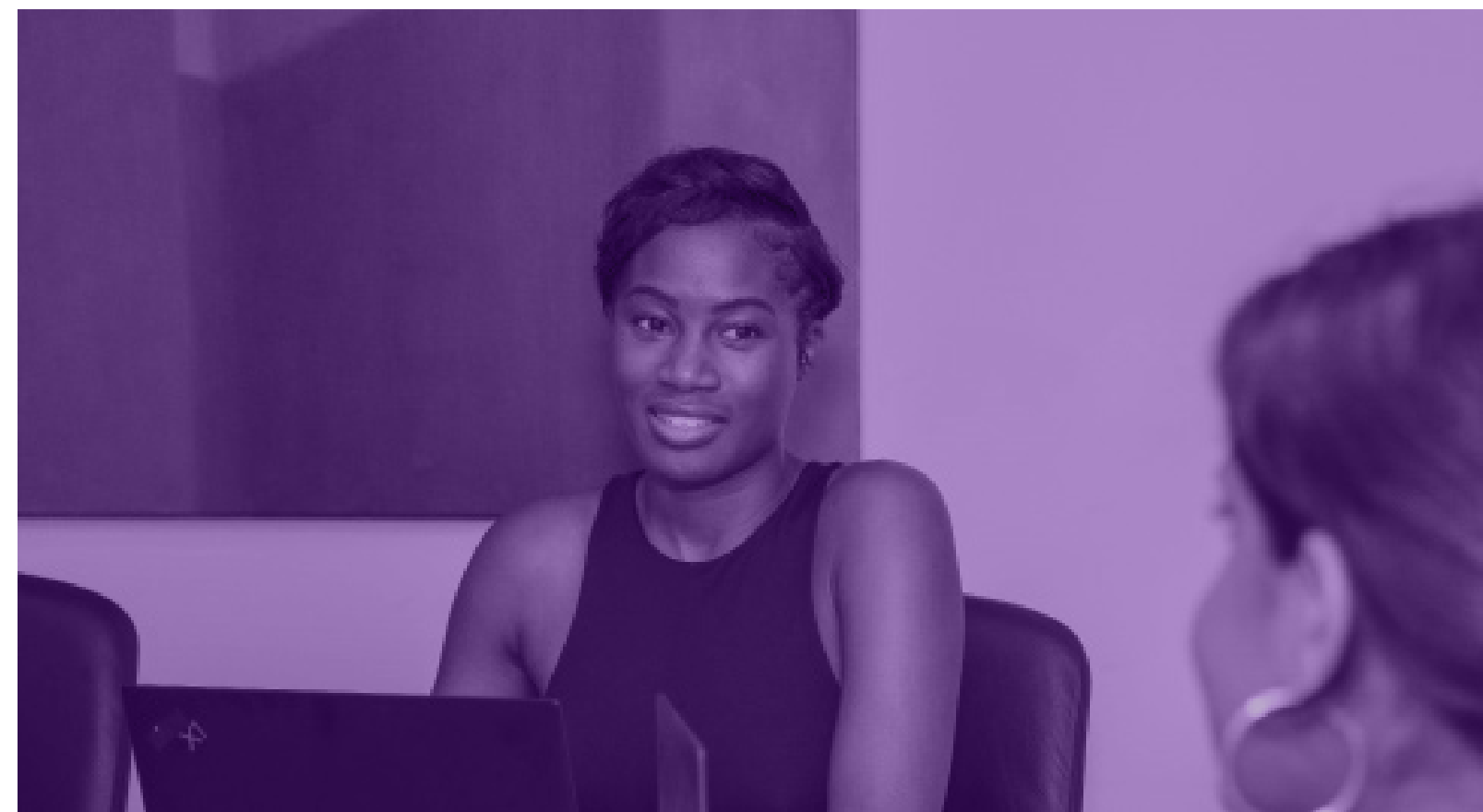
The application process is the first chance we have to assess your suitability for the role you're applying for, and as such, we ask that your application is written by you, and that you do not use AI tools such as ChatGPT to create your application. Where we suspect AI tools have been used to create your application you unfortunately won't be shortlisted for the next stage of the recruitment process. We hope that you respect this request in line with our value of integrity [Values & strategy | The Royal College of Radiologists \(rcr.ac.uk\)](#)

Applications should be emailed to [jobs@rcr.ac.uk](mailto:jobs@rcr.ac.uk)

If you have not heard further from the RCR within a fortnight of the closing date, you should assume that you have not been shortlisted for interview on this occasion.

Shortlisted candidates will be invited to attend first stage interviews on 3 and 4 November 2025.

If you consider yourself to have a disability and require a hard copy pack or a different format, for example large print, please contact the HR team at [jobs@rcr.ac.uk](mailto:jobs@rcr.ac.uk)





The Royal College of Radiologists

The Royal College of Radiologists  
63 Lincoln's Inn Fields  
London WC2A 3JW

+44 (0)20 7405 1282  
[enquiries@rcr.ac.uk](mailto:enquiries@rcr.ac.uk)  
[www.rcr.ac.uk](http://www.rcr.ac.uk)  
[@RCRadiologists](https://twitter.com/RCRadiologists)

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