

### ***Position Description***

## **General Manager – Membership**

<b>Functional Unit</b>	<b>Membership</b>
<b>Reports to</b>	<b>Chief Executive Officer</b>
<b>Hours</b>	<b>Full time</b>
<b>Issue date</b>	<b>January, 2018</b>
<b>Review date</b>	<b>November 2018</b>

### **About the Society**

The Pharmaceutical Society of Australia Limited (PSA) is the national peak body representing Australia's 30,000 pharmacists working in all sectors and across all locations in Australia.

The core business of PSA is practice improvement in pharmacy by providing continuing professional development and practice support, in order to improve the health of Australians.

#### **PSA's Vision**

PSA's Vision is 'Improving Australia's health through excellence in pharmacist care'.

**PSA's Mission** – As the peak pharmacists' body, we lead and support innovative and evidence based healthcare service delivery by pharmacists.

- PSA ensures pharmacists have the opportunity to have rewarding careers through advocacy and innovation;
- PSA provides lifelong professional support for pharmacists and the pharmacy profession, and advocates for their appropriate recognition and remuneration;
- PSA has a strong and engaged membership base which supports and enhances the Society's influence;
- PSA values its people, and applies best practice management and governance to ensure organisational effectiveness and sustainability.

## ONEPSA

PSA fosters staff engagement through its ONEPSA culture statements that bring the organisation together as a truly national body supporting the needs of its members.

**O – Working as one** – we work as one to achieve our vision with authenticity and integrity

**N – Noble purpose** – we act to help pharmacists improve health outcomes for all Australians

**E – Equity** – we value and support each other and strive for equity both in and out of the workplace

**P – Pride and Passion** – we undertake all our work with pride and passion as the peak national professional body for pharmacists

**S – Success** – we have a culture of listening, questioning and constructively challenging to ensure financial stability and strategic success of PSA

**A – Always learning** – we foster a culture of learning and development for staff and members and aspire to thin out of the box and show initiative.

## Work Health and Safety

The *Work Health and Safety Act 2011* provides an overall framework and describes the responsibilities or 'work safety duties' designed to ensure workplace health and safety.

PSA strives to provide a safe and healthy working environment for all staff, clients, contractors and visitors. PSA aims to eliminate any hazard that is considered a risk to personal safety including injury or illness and will do all that is reasonably practicable to ensure safe working practices are adopted and adhered to. Each PSA staff member is asked to take reasonable care to protect their own health and safety at work and also the health and safety of others in the workplace.

## About the Team

The Membership business unit has specific responsibility for successfully sourcing new membership opportunities through inbound lead follow up and outbound cold calls and emails. The team is also responsible for researching potential members and generating pipelines of potential individuals or groups, successfully managing the process of new membership applications, achieving member growth targets, and achieving budgeted surplus targets to ensure overall profitability of PSA. Providing superior member service is critical to the success of the membership function to ensure member satisfaction and maximising retention.

## Job Specification

The General Manager – Membership is a full time position. The position reports to the Chief Executive Officer (CEO) and works closely with other Senior Executive team members and colleagues to ensure a cohesive and organisation wide approach to an effective and relevant membership offering.

The role is also responsible for helping to create a shared vision and sense of purpose for the organisation to enable and motivate PSA employees to achieve high levels of performance. The role will also drive innovation and change and work to achieve short and long term measurable business outcomes aligned to company strategy.

## Duties and Responsibilities

1. Develop and implement strategic plans and annual operating plans that support the strategic intent of Membership across the organisation;
2. Responsibility for the Membership budget including preparation of reports and financial statements as required by the CEO;
3. To lead, manage and build the Membership function, promoting superior service delivery that meets the needs of PSA members, and potential members as well as increasing levels of retention and engagement within the profession; (including content development, delivery, logistics, reporting and management and achievement of KPI's);
4. Builds organisational capability and responsiveness through acknowledgement of specialist expertise, steering and implementing change and dealing with uncertainty and ensuring closure and delivery on intended results;
5. Provide high level strategic advice to the CEO and Executive Management team with regard to member engagement and member offering of PSA products and services;
6. Work closely with colleagues to ensure high member benefit in terms of education and resources;
7. Work closely with the program delivery and policy teams to develop new products, services and solutions in order to gain new business for the organisation;
8. Lead, coach and support the Member Services team in order to assist them in achieving PSA's broader strategic goals, operational goals and targets, and individual career and development goals;

9. Assess potential business partners, undertake competitive research, evaluate proposed deals and develop business cases (in collaboration with other key Executive team members);
10. Ensuring compliance with legal and regulatory obligations including security and privacy of member information;
11. Undertake own administration functions including word processing, photocopying and minor IT;
12. Travel as required within the duties of this position;
13. Other duties as required.

## **Selection Criteria, Qualifications and Requirements**

### **Required/Essential**

1. A minimum of 10 years' experience in relevant roles at senior executive level;
2. Post graduate qualifications in business, marketing or a related discipline;
3. High level expertise and experience in member acquisition, engagement and retention, gained in commercial and/or member association roles;
4. Demonstrated experience or expertise in business development practices;
5. Proven experience as a change agent with strategic vision and demonstrated experience leading a business transformation or improvement program/project;
6. Proven sales ability including outstanding negotiation and stakeholder management skills;
7. Able to train, motivate, coach and provide feedback to staff in the Membership team environment;
8. Ability to effectively engage with and report to a Board of Directors;
9. Strong skills in marketing, management and administration, planning, budgeting, finance and market research and member relationship management skills and techniques;
10. Experience in working collaboratively across functional business units to establish a strategic direction and lead sustainable business growth;
11. Demonstrated ability to oversee the operations, finances, administration and development of a business;
12. Demonstrated ability in establishing constructive relationships and influencing key stakeholders.

## **Desirable**

Knowledge of the Australian Health system and issues facing Pharmacy;