



## THE ROYAL COLLEGE OF NURSING OF THE UNITED KINGDOM

### JOB DESCRIPTION

**Job Title:** Associate Director, Member Relations

**Department:** Legal Services & Member Relations

**Reports to:** Director of Legal Services & Member Relations

**Key relationships:**

Trade Union Committee

Executive Team and General Secretary/Chief Executive Officer

RCN Council

Regional and Country Teams

Member Journey & Experience Strategy Board

**Hours:** 35 hours per week

(Required to work flexibly to meet the requirements of the job. Occasional travel within the UK with occasional overnight stays and extended days required to fulfil the duties of the post)

**Grade:** C

**Location:** Negotiable with hybrid working

**Job Purpose:**

The purpose of this role is to assist the Director of Legal Services & Member Relations to set the strategic direction of the Member Relations function of the RCN in collaboration with elected members of the Trade Union Committee and other key stakeholders. This strategic direction will provide a framework, underpinned by key principles, for all member relations across the UK.

The post holder will also provide operational oversight of the day-to-day provision of the UK Call Centre, Member Support Services and the Member Journey and Experience. The post holder will therefore play a co-ordinating role across the 4 countries (England, Scotland, Wales, and Northern Ireland) via the country directors and/or their nominated senior officers to ensure that any local decisions are in line, with UK wide Member Relations strategy.

## **KEY RESPONSIBILITIES**

Reporting to the Director of Legal & Member Relations the post holder will:

- Provide leadership, operational oversight and continuous improvement of the Member Journey & Experience across the RCN.
- Have responsibility for working closely with the Trade Union Committee of the RCN to clarify and strengthen Member Relations across the UK.
- Assist the Director of Legal Services & Member Relations develop and deliver a Member Relations organisational plan that aligns with the RCN's 5 year strategy.
- Work in partnership with the College's stakeholders.
- Provide oversight and lead on multi-channel advice functions of the RCN including member support services and customer relations.
- Ensure the business is provided with data intelligence from member contact to inform priorities.
- Be accountable for the delivery of performance and service delivery across member relations department.
- Be accountable for service review and continual improvements to the member journey experience programme.
- Support regions, countries and departments in identifying service model and first line solutions as part of the RCN Direct Customer Service Centre.
- Oversee the regular assessment of Customer Satisfaction (CSAT) surveys across the member journey, leading the work on learning from CSAT surveys.

## **Management Responsibilities**

- Provide overall management responsibility for the member relations team including the call centre, member support services and the member journey and case management.
- Provide leadership to the senior management of the member relations department in all issues related to customer service and member journey.
- In collaboration with the Director of Legal Services & Member Relations, be responsible for the implementation of the member relations elements of the RCN strategic plan.
- Support and strengthen matrix style working across the organisation, developing programme management approaches to deliver objectives.
- Manage the resources within the Department to achieve the development of the RCN's corporate objectives, reflected in the management, delivery, and evaluation of the operational plan.
- Work in partnership with other RCN internal departments, where appropriate, to ensure that the Member Relations strategy is inclusive and takes account of the equality agenda.

## **Development Responsibilities**

- Identify the training needs of RCN member relations staff to meet those needs and the needs of the business.
- Work across the organisation to inform and manage the issues aligned to nursing employment and policy agendas.
- Work with the Director of Legal Services & Member Services to ensure clear, consistent strategies around the delivery of member services to members.
- Identify relevant technology that can assist members utilise the self-service model.
- Be responsible for the service redesign including development of both CMS and CRM.

## **Financial Responsibilities**

- Work collaboratively with the Director of Legal Services & Member Relations to ensure the delivery of cost-effective Member Relations.
- Be responsible for the management of budget, communicating and working within the RCN's finance, budgetary and business planning procedures.
- Assume responsibility for the management and control of effective systems and procedures to ensure the RCN operates efficiently and meets its financial and audit requirements.
- Develop and implement risk control tools relevant to the delivery of Member Relations.
- Ensure the Member Relations staff work within the budgets allocated.

## **Leadership Responsibilities**

- To recruit, manage and develop the roles of the Member Relations staff.
- To undertake the staff development reviews and ensure their training and development needs are met.
- To ensure that health and safety is adhered to within the department.
- Develop within the team a culture of transparency.
- Maximise the contribution that Member Relations staff make in the achievement of departmental and organisational objectives and priorities.

## **Additional responsibilities**

- Champion equity, diversity, inclusion and human rights and be responsible for contributing to achieving the commitments set out in the RCN Group equality, diversity and inclusion statement.
- Treat colleagues, members, customers and others with respect in line with our values and Our Respect Charter.

- Maximise all opportunities available to:
  - encourage member recruitment and promote the benefits of joining the RCN
  - promote the RCN as the organisation that represents nurses and nursing, and that promotes excellent in practice and shapes health policies
- Support member ballot and industrial action activities when required.
- Comply with the RCN Data Protection Policy, Retention Schedule and department procedures to ensure personal data is always protected.
- Undertake any other duties as requested in line with the job role.

Job description updated by:

Jo Galbraith-Marten, Director of Legal Services & Member Relations  
September 2025