



Director of Membership and Engagement Royal College of Anaesthetists

Welcome

Dear Candidate,

Thank you for your interest in becoming our next Director of Membership and Engagement at the Royal College of Anaesthetists (RCoA).

I joined the College as Chief Executive in August, having previously served as a Lay Trustee. I already knew RCoA to be an organisation with real heart, expertise and ambition; returning in this new capacity and getting to know our members, specialties and people from a different perspective has only strengthened that view.

The College is at an important moment in its development. We've just begun work on a new corporate strategy to shape the future of the College as an institution and of the specialties we serve. We've recently moved into our new headquarters, Jubilee House in London Bridge: a modern, welcoming base for our members, specialties and colleagues, and a fitting setting for the College's next chapter.

At the heart of everything we do is our purpose: to ensure patients benefit from the highest possible standards of care in anaesthesia, pain medicine and perioperative care. Our members support patients through some of the most significant and vulnerable moments of their lives. It's our privilege, as their professional body, to help them grow and develop throughout every stage of their careers and provide the best possible care. That's how our work changes lives at scale.

That role has rarely been more important. The NHS faces rising demand, workforce shortages and constrained resources, while being asked to improve productivity and reduce waiting times. Anaesthetists are central to meeting these challenges - not only in operating theatres and critical care, but across pain medicine and the perioperative pathway. The College must champion their contribution, influence the future of healthcare and ensure that our members feel heard, supported and valued.

Our 2022–2027 Strategy has provided a clear sense of direction, and we've made significant progress in strengthening our voice, services and organisational foundations. As we develop our next strategy, we have an opportunity to think ambitiously about how we serve and engage our members, and mobilise their expertise to improve patient care and shape the future of the NHS.

This is where our new Director of Membership and Engagement will play a pivotal leadership role.

We're looking for an experienced senior leader who knows how to build a compelling membership proposition and create an organisation that its members genuinely value. You will bring a strong track record of improving member satisfaction, engagement, retention and value, ideally within a membership organisation or professional body.

Using data, insight and segmentation, you'll shape a distinctive and responsive proposition for members at every stage of their careers. You'll also bring commercial confidence and sound judgement. As well as enhancing RCoA's value proposition for clinicians at every stage of their career, you'll oversee a purposeful and impactful external communications function so we can give our members a strong and influential voice on the national stage.

Just as importantly, you'll be a collaborative and credible leader. You'll work effectively with senior colleagues, elected members, trustees and other stakeholders; build strong relationships with our Executive Team, President and Council; and inspire a directorate with a critical role in shaping the College's future.

If this opportunity inspires you, and you bring the experience, judgement and ambition we're looking for, I would be delighted to hear from you.

Best wishes,

A handwritten signature in black ink that reads "Craig Jones". The script is fluid and cursive, with the first letters of "Craig" and "Jones" being capitalized and prominent.

Craig Jones
Chief Executive



About us

The Royal College of Anaesthetists (RCoA) is the professional body and registered charity responsible for the specialty of anaesthesia throughout the UK. We work to ensure the highest standards of patient care across anaesthesia, pain medicine and perioperative care. We continue to have a close partnership with the College of Intensive Care Medicine through shared services, working practices and objectives.

Anaesthetists are specialist doctors who have undertaken at least seven years of specialist postgraduate training. Anaesthesia is the largest single hospital specialty in the NHS, and the RCoA is the third largest medical royal college in the UK, with more than 26,000 fellows and members.

Our employees and volunteers deliver a wide-ranging portfolio of education, training, assessment, professional support, advocacy and policy work. We work alongside our members to support them throughout their careers, while representing the interests of our specialties and the patients they care for.

Our membership spans different career stages, specialties and professional experiences. Understanding those differences - and responding to them effectively - is central to our future.

We want every fellow and member to feel that the College understands their needs, values their contribution and represents their interests. That means listening carefully, using evidence and insight to inform our decisions and ensuring that our services remain relevant as professional practice and expectations change. We also have an important external role. We advocate for our members and patients at national level, contributing evidence and expertise to debates about healthcare, medical education, workforce planning and the future of the NHS. We want to remain a leading voice for our specialties while ensuring that our advocacy is grounded in evidence and focused on better outcomes for patients and the public.

The healthcare environment in which our members work is changing rapidly. The Government's 10 Year Health Plan sets out a vision for healthcare based around three shifts: from hospital to community, analogue to digital and sickness to prevention. These changes have significant implications for anaesthesia and perioperative care.

Our members have an important role to play before, during and after surgery. Approaches such as prehabilitation, shared decision-making and early discharge planning can improve patient outcomes and support greater efficiency across the NHS. The move towards more integrated, community-based care, alongside the development of a single patient record, creates opportunities to embed these approaches more widely.

At the same time, significant challenges remain. Workforce shortages continue to place pressure on services and professionals. Our latest workforce census provides important evidence to support our work - from workforce planning through to improving the working lives of anaesthetists and other professionals across our specialties. Our external influence is already delivering results; our work has contributed to additional anaesthetic training places in England and Northern Ireland and influenced new perioperative measures within the Elective Reform Plan. We will continue to use our expertise, evidence and the collective voice of our membership to shape policy and practice.

To learn more about our organisation, as well as the challenges and opportunities we encounter, please follow the links below.

- [Annual Report](#)
- [Current Strategy](#)
- [2025 Workforce Census](#)
- [Our Commitment to Equity, Diversity and Inclusion](#)
- [Our Commitment to Sustainability](#)

To find out more about how we support our members, please see the [membership section](#) of our website.

Our Vision and 2022 - 2027 Strategy

Joining the College at this critical juncture will mean the postholder can play a direct role in shaping our new corporate strategy - at the precise time we're making choices and judgements that will decide the future shape of our institution and the specialties we serve.

Our vision is clear: we want safe, more effective patient-centred care, delivered by a well-trained, supported and valued workforce.

We need to be agile and adept in supporting and training clinicians in the fields of anaesthesia, pain medicine and perioperative care, whatever the circumstances. This has never been more essential than today, as the NHS mobilises to step up to the growing pressures of an ageing population living with multiple chronic conditions.

Our strategy aims to provide our members, and the professionals in our specialties, with the tools and support they need to be able to look after their own and each other's welfare, and to care for their patients.

We will achieve our vision by:

- **Taking an integrated approach to our specialties:** anaesthesia, pain medicine and perioperative care
- **Delivering our strategic aims and acting on our values**
- **Being mindful of our responsibilities** to patients, the public, our members, our employees and resources
- **Securing the future of the College** through sound financial and organisational planning

Our current strategy identified four focus areas to guide the progress and development of our specialties:

Championing our membership

Ensuring our members feel valued, supported, represented and connected to the College throughout their careers.

Shaping the future of our specialties

Using our expertise, evidence and influence to shape the future of anaesthesia, pain medicine and perioperative care.

Pursuing excellence in everything we do

Maintaining and improving the standards, education, training, assessment and services that underpin high-quality care.

Promoting healthier outcomes for all

Using our influence and expertise to improve patient outcomes, address inequalities and contribute to a healthier society.

The work of our trustees, volunteers and employees in delivery of the strategy is underpinned by our core values of being:



Our Commitment to Our Members

What we do

Our vision is safe, more effective, patient-centred care, delivered by a well-trained, supported and valued workforce.

Why we do it

Because great anaesthetists are vital to the present and future of healthcare.

How we do it

By being...

Caring and Supportive
Just and Fair
Innovative and Progressive
Open and Responsive.

We will continue to advocate at all levels to make our vision a reality. This will be from the individual patient wondering if surgery is right for them, through to championing our workforce at the highest decision-making levels in government.

Most importantly we must remain truly connected to our membership. We need to listen and respond to what is important for our members and our employees, so that collectively we can be the best we can be.



An exciting period for the College

A New Home and a New Opportunity

In July 2026, we moved into Jubilee House, our new home and a modern base for our members, specialties and colleagues. The building brings together around 130 employees, examination facilities and an events venue, creating new opportunities for members and professional communities to connect with the College.

The move has also enabled us to develop a more connected digital ecosystem, under the leadership of our Digital, Data and Technology, which is strengthening our ability to serve our membership, support the highest standards of care, amplify our voice and embrace responsible innovation. We have developed a comprehensive Digital, Data and Technology roadmap and phased implementation plan, including recommendations around our operating model, resources and governance.

Our current digital estate includes multiple websites, a core CRM and specialist platforms supporting education, examinations, events and member services. Modernising this estate is important, but the opportunity is much broader: to rethink how the College works, how members experience us and how technology can help us build stronger relationships with our professional community.

There is also significant potential to collaborate more closely with other medical royal colleges, the NHS and strategic partners, sharing solutions, standards and innovation for the benefit of members and patients.

Supporting Changing Specialties

The professional landscape around the College is also evolving.

In July 2026, the Faculty of Intensive Care Medicine officially became the College of Intensive Care Medicine, establishing itself as an independent charitable organisation and recognising the distinct and growing nature of intensive care medicine as a specialty.

This marks an important development for the profession and reflects the changing landscape in which RCoA operates. Membership engagement and collaboration were integral to this process and will remain important as the College of Intensive Care Medicine develops its identity, governance and resources. For RCoA, it reinforces the importance of understanding the needs of different professional communities and ensuring that our membership proposition remains clear, relevant and valuable.



Job description

Job title: Director of Membership and Engagement

Reports to: Chief Executive Officer

No. of Direct reports: 5

Role purpose:

As a member of the Executive Team, provide strategic leadership for the College's membership, member services, engagement, marketing and communications activities.

Lead the development of a compelling and differentiated membership proposition, informed by a deep understanding of different member segments, their needs and experiences. Drive continuous improvement in member services and journeys, strengthening member satisfaction, engagement, retention and the value members derive from the College.

Ensure that member insight and feedback systematically inform College priorities, services and decision-making, and that communications and marketing strengthen the College's relationship with its members and wider audiences.

Increase the value, reach and financial contribution of the College's products, content and events, supporting the long-term sustainability of its charitable work.

Main responsibilities:

Executive leadership

- Contribute proactively and collaboratively to the Executive Team, sharing collective responsibility for the strategy, performance and leadership of the College.
- Provide strategic leadership and direction to the Membership and Engagement directorate, setting clear priorities, objectives and measures of performance.
- Provide senior advice to the CEO, President, Trustees, Council and Executive Team on matters relating to membership, engagement and communications.
- Lead and contribute to significant College-wide programmes and organisational change.
- Ensure effective financial management of the directorate and delivery of agreed income and expenditure targets.

Membership, services and experience

- Lead the College's membership strategy, ensuring a clear and compelling proposition that delivers demonstrable value to members.
- Develop a sophisticated understanding of different member segments, their needs, expectations and behaviours, using data, research and insight to shape services and priorities.
- Develop differentiated member propositions and journeys across career stages and member groups through ensuring services are relevant, accessible and responsive to changing needs.

- Drive continuous improvement in member services and experience, setting and achieving ambitious targets for acquisition, satisfaction, engagement, retention and service performance.
- Design and launch a programme of international member acquisition to extend the College's global reach, generate sustainable income and strengthen its influence on anaesthesia and healthcare internationally for the benefit of patients and the public.
- Ensure member feedback and insight are systematically captured and used to inform decision-making, strategy and service improvement across the College.
- Develop opportunities for members to engage with the College, its activities and each other, strengthening professional communities and members' sense of connection with the College.
- Design and deliver a new volunteering strategy for the College which optimises and enriches the experience of our many thousands of volunteers, thereby increasing the number of active volunteers and maximising retention.
- Monitor and analyse trends and policy developments in the external environment, ensuring that the College's value proposition remains relevant and strong.

Marketing and communications

- Provide strategic leadership for the College's marketing and communications, ensuring activity supports strategic objectives and strengthens relationships with members and wider stakeholders.
- Ensure communications are informed by member insight and appropriately targeted and tailored to different audiences.
- Provide strategic leadership on brand and reputation through ensuring high standards, impact and consistency across communications and channels.
- Ensure effective marketing of membership, products, services, events and content to increase awareness, engagement, uptake and income.



Digital member experience

- Lead the development of excellent digital member experiences, using insight and data to improve member journeys, content and services.
- Work in close partnership with the Director of Digital, Data and Technology and function, ensuring technology development is informed by clearly articulated member and customer needs and service requirements.
- Champion effective use of member data, insight and CRM capability to support segmentation, personalisation, engagement and service improvement.

Products, events and commercial development

- Ensure the College's products, content and events respond to member and customer needs, deliver an excellent experience and make an appropriate financial contribution.
- Use member and market insight to identify opportunities to improve existing propositions and develop new products and services.
- Lead income generation within the directorate's areas of responsibility, including membership, events, content and appropriate use of the College's facilities.
- Work with the Deputy CEO and colleagues across the College to contribute to the wider programme of income diversification.

People leadership

- Provide visible and effective leadership to the directorate, building a collaborative, inclusive and high-performing culture.
- Set clear expectations and empower teams and individuals to deliver excellent outcomes for members and the College.
- Develop capability within the directorate and ensure effective performance management, succession planning and professional development.
- Ensure maintenance and development of the heritage and history of the College.



Person specification

Knowledge and experience

- Significant senior leadership experience within a membership or professional body, with a track record of leading substantial functions and contributing effectively to organisation-wide strategy and performance.
- Significant experience of leading member services, member experience or engagement, with a strong track record of improving member satisfaction, engagement, retention and value.
- Experience of leading a portfolio of member or customer-facing products, services or events, with accountability for quality, participation and financial performance.
- Experience of using CRM, digital channels and member/customer data to improve services, personalisation and engagement, working effectively with technology specialists on delivery.
- Sufficient understanding of corporate communications, brand and reputation management to provide effective strategic leadership to specialist teams.
- Demonstrable experience of service improvement and leading change, with a strong focus on measurable outcomes.
- Significant people and budgetary leadership experience.
- Educated to degree level or able to demonstrate equivalent senior-level professional experience.
- Experience within a royal college, healthcare, education or comparable professional environment outside the health sector.
- Experience of developing commercial opportunities from content, events, venues or other organisational assets.
- Experience of working within complex member-led governance arrangements.

Skills and abilities

- Strong membership and customer marketing acumen, with experience of using segmentation, insight and data to develop differentiated propositions, customer journeys and targeted approaches to engagement, retention and growth.
- Strong commercial acumen, with experience of developing and improving products and services, increasing uptake, identifying income-generating opportunities and delivering against income targets.
- Excellent communication, influencing and relationship-building skills, with the credibility to operate effectively with senior staff, elected members, trustees and other stakeholders.
- Strong strategic judgement, with the ability to translate member insight and organisational priorities into practical action and measurable results.

Terms of appointment

Salary

The salary for this role is £105,000-£115,000 per annum on a full-time permanent basis.

Location

We operate a hybrid working policy. However, visible leadership is expected, with a minimum office attendance requirement of 40% each month, balancing office-based and remote working.

Our London office, Jubilee House, is situated in London Bridge.

Terms of appointment

Contract	Permanent full time
Probationary Period	6 months
Holiday	34 days
Notice Period	3 months
Pension	Standard Life – auto-enrolment of Employer 10% / Employee 5% With the option of reducing or increasing contributions to 3%, 4% or 6% and the College will then automatically contribute double the amount you choose. You may wish to contribute more than 6% but the College's contribution is capped at 12%.
Family Friendly	Enhanced maternity, paternity and adoption pay
Health and Wellbeing	Benenden Healthcare Annual flu vaccinations Annual eye test and/or glasses allowance Employee Assistance Programme Cycle to work scheme Weekly wellness hour

How to apply

We hope you will consider making an application. To make an application, please go to [Starfish](#) and click on the apply now button, with the following prepared:

- Your CV (no more than 3 sides).
- A supporting statement (no more than 2 sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

We would also be grateful if you would complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

Closing date: Monday 19th October 2026
Preliminary interviews: w/c Monday 2nd and Monday 9th November 2026
Final Panel interviews: w/c Monday 7th December 2026

