

Role Profile

Role title: CPD and Online Resources Manager

Reports to: Deputy Head of Membership Services

Job purpose: Develop and implement BACP's CPD strategy by leading the CPD and online resources team in the design and delivery of online learning resources which meet the needs of the Association and result in BACP becoming the CPD provider of choice for members and raising the standards of practice.

Financial: Further develop and manage projected sales of £135,000
Manage expenditure projected to be £160,000

Staff: Two

Other: Suppliers/partners - SSTV, Felinesoft, McGowans, Pushrecord, presenters, volunteers and SME's
Products -, E-learning modules, Webcasts, Podcasts, Online digital platform

Principal accountabilities:

1. Develop, implement and review the CPD strategy to deliver CPD and online learning resources through the CPD hub, our digital learning platform & on our website which meet the needs of the Association and provides members with affordable and accessible CPD.
2. Lead, support and motivate departmental staff, to build and sustain an effective team capable of achieving departmental and organisational objectives.
3. Continuously assess the market and conduct competitor analysis to identify new CPD opportunities and make recommendations to the business to ensure our CPD remains innovative, relevant and competitive. Identify and develop innovative CPD products and services and using technological solutions, ensuring these remain relevant and accessible for our membership.
4. Review and analyse the impact of delivered online learning resources to assess the uptake and effectiveness and ensure the CPD offering to our members is aligned to our strategy, the needs of the profession and members.
5. Project manage the development and delivery of team projects to ensure timely delivery of CPD and online learning resources in line with departmental and business strategy.
6. Establish and develop working relationships with internal and external stakeholders to ensure the involvement of relevant people/departments in the development of CPD and online learning resources.

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7. Set up and manage an online review panel to review content for monthly launches and for yearly review to ensure CPD and online resources remain accurate and relevant for our members. In addition to meeting a focus group on a regular basis for feedback and to inform future developments.
8. To act as Project Owner in relation to the development and delivery of BACP's Learner Management System and ongoing CRM and CMS developments to ensure the expansion and growth of the CPD and online resources that are relevant to members and delivered in a contemporary manner.
9. Manage the overall CPD and online resources budget, identifying purchasing trends, risks and taking action to ensure income targets are met and expenditure remains in line with the annual budget. Identify relevant and appropriate marketing opportunities to promote CPD products and services to the membership in a timely manner to ensure a high level of awareness of the CPD products and services amongst the membership

BACP Principal accountabilities

- To be a BACP ambassador by upholding and demonstrating our values at every opportunity, through verbal, written and face to face communication.
- Manage and lead employees using a performance management and development process that encourages employee contribution, and includes goal setting together with constructive feedback, such that employees feel valued.

Context:

Operating environment: Understanding learning and development principles and knowledge of emerging learning technologies

Framework & boundaries: Autonomy to make team decisions and identify areas for strategic development that compliment organisational strategy. Consult with line manager on wider strategic decisions. Constraints include budget, resourcing, policy (e.g. GDPR)

Organisation: Team sits within Membership services. Need to collaborate with BACP departments, specifically Professional Standards, Ethics, Research, Customer Services, Marketing and Communications.

Relationships:

Direct reports: Daily stand-up, weekly team meetings, monthly 1:1, project meetings, available if further support needed

Manager: Weekly management team meeting and monthly 1:1. Autonomy in role, support available if needed

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Other contacts: Supplier relationships with SSTV, SME's, Actors, volunteers, Feline Soft. Customer relationships with members. Internal relationships with other BACP departments and key stakeholders within the business

Knowledge & experience:

Experience

- Educated to degree level or several years in a similar role
- Experience of project management or the equivalent qualification
- Experience of designing and developing learning resources
- Experience of managing budgets and analysing budget performance
- Experience of managing, motivating and developing people
- Experience of conducting research and analysis to effectively report relevant metrics.

Competencies

- Ability to develop and adapt departmental strategy to fit with organisational vision
- Effective problem-solving skills
- Excellent customer service skills
- Excellent communication skills, written and verbal and ability to deliver presentations
- Understanding of learning and development and learning technologies
- Ability to work under pressure and flexibly to meet a varied, wide ranging and demanding workload which is often time-critical
- Ability to work on own initiative and as a member of a team
- An understanding of equality and diversity (to ensure products and services are accessible and appropriate to our audience).
- Empathy with and understanding of ethical values in relation to counselling and psychotherapy is desirable.

Job challenge:

CPD is interwoven into the structure of the profession through the Ethical Framework for Counselling Professions, Member Registration, Accreditation and the strategic aim of raising standards of practice. To encompass all of this and to raise standards of practice, it is essential for BACP to provide affordable and accessible CPD to members; the challenge lies in being able to develop online CPD resources, which are relevant for all members, using technological solutions and ultimately for BACP to become the CPD provider of choice for our members.

Additional information

A good knowledge and understanding of counselling and psychotherapy