

Role Profile

Role title: Product Development Officer (one full time role, one role 21 hrs)

Reports to: Deputy Head of Membership Services (DHoMS)

Job purpose:

To develop and oversee BACP's commercial revenue streams and member services ensuring BACP remains proactive, innovative and continues to adapt, resulting in BACP being market leader in areas of commercial activity and member service subsequently offering a defined member proposition that improves member satisfaction, loyalty and retention.

Staff: N/A

Other: Products - Jobs Online, Directory, Therapy Today
advertising (via Think Publishing)
Suppliers - Think Publishing

Principal accountabilities:

1. To support the development and promotion of the Find a Therapist Directory, ensuring the overall proposition is innovated to meet the changing needs of the public and members, ensuring income/expenditure targets, growth targets and agreed KPIs are met.
2. To support the development and promotion of BACP's Jobs Board ensuring the overall proposition is innovated to meet the changing needs of the advertisers and members, ensuring income/expenditure targets, growth targets and agreed KPIs are met.
3. To support the development of online advertising channels, ensuring BACP maximise advertising income streams, working in collaboration with BACP's publishing/advertising partner.
4. To support the development, implementation and manage the day to day operation existing products and member services offered by the association.
5. Research, compare and evaluate services (member and commercial) offered by competitors, partner and similar professional bodies and providers, assess potential risks, threats and opportunities and make recommendations to the DHoMS, to ensure BACP remains market leader in areas of activity.

Role Profile

6. Working with relevant stakeholders, monitor and evaluate, make recommendations for improvements based on analysis and agree expected performance metrics for new and existing member services to ensure BACP's resources are relevant, used in the most effective way and services are aligned with member needs and the Association's strategic plan.
7. To be responsible for the day-to-day operation of BACP's Jobs Board and Find a therapist Directory ensuring the business continues to operate effectively and efficiently and delivers excellent levels of service.
8. To liaise with Think Publishing regarding Therapy Today and divisional journal advertising, including proof reading adverts, ensuring relevant processes are established and followed.
9. Maintain partnerships and collaborative working relationships with external partners and commercial organisations enabling BACP to offer services that will improve member satisfaction, recruitment and retention.

BACP principal accountability

- To be a brand ambassador - professional, creditable, helpful and friendly, proud and knowledgeable. Uphold the brand values and demonstrate these at every opportunity, through verbal, written and face to face communication.

Context:

Operating environment: Requires ability to work with a range of internal and external stakeholders, understand the needs of BACP members and apply this using excellent problem-solving skills particularly in relation to CRM and website functionality.

Framework and boundaries: Autonomy to make operational decisions and run designated projects. Consult with line manager on wider strategic decisions.

Relationships:

Direct reports: N/A

Manager: Weekly team meeting with DHoMS, monthly one-to-one with DHoMS, participate in departmental meetings as necessary.

Other contacts: Internal relationships with other BACP departments and key external stakeholders/partners.

Role Profile

Knowledge and experience:

Essential

- Excellent project planning and organisational skills, with an ability to work on own initiative, to organise and prioritise own work, demonstrating accuracy and attention to detail, while adhering to agreed deadlines.
- Experience of developing and implementing procedures leading to operational excellence
- Experience of recruitment advertising is desirable
- Ability to analyse data, look for trends in the market and users' behaviour
- A clear communicator, with an ability to communicate effectively with a variety of stakeholders at different levels of seniority and knowledge
- Sound understanding of MS Dynamics with the ability to problem solve.
- Able to demonstrate sound member-led thinking
- A knowledge and understanding of counselling and the wider professions is desirable

Job challenge:

To oversee the effective development and operation of BACP's services with a particular attention on maximising the value and income generated from BACP's Directory, Jobs board, print and online advertising.