

Position Description

Position title :	General Manager, Membership and Development
Division:	Membership and Development
Location:	National Office
Reports to:	CEO
Position type:	Full time, contract ending 31 January 2020 with possibility of permanency
Approved by:	CEO
Date approved:	August 2019

About us

The Australian Physiotherapy Association (APA) is the peak body representing the interests of over 26,000 physiotherapists in Australia. It does so by advocating for access to quality physiotherapy services, providing leadership in the wider health landscape, creating lifelong information and learning opportunities for members, and promoting the value of physiotherapy to the community.

The APA is proud to have a great working culture and it is underpinned by our values:

- Professionalism
- Excellence
- Unity
- Community-mindedness
- Vision

About the role

This leadership role exists to drive the APA's membership strategy and develop APA partnerships in order to:

- Improve growth and retention of members
- Improve member satisfaction
- Ensure the value of membership is constantly growing
- Grow and diversify non-member revenue

It will require a strategically-minded leader who can drive ideas, planning and operations to deliver on the department's purpose: to grow and retain members through value and engagement.

Member Engagement

- Lead the development and execution of a new member engagement strategy
- Understand the needs of our members and ensure our products and services meet those needs
- Drive the recruitment of new members through various avenues
- Implement new member reward and recognition programs that keep members engaged with the APA
- Investigate contemporary membership package options that reflect current buyer behaviour norms

Member service

- Ensure the Member Service Centre provides timely, accurate and professional information services to our members

Business development

- Have a thorough understanding of what our members value
- Actively look for opportunities to increase the value of membership through new products, services and member perks
- Nurture and grow our partnerships and sponsorships for revenue growth
- Seek out new revenue streams, particularly from non-members

Team leadership and stakeholder influence

- Be an active and contributing member of the Executive Leadership Team
- Provide management, leadership and mentorship to the Membership & Development team
- Manage the performance of team effectively and efficiently through formal and informal mechanisms
- Uphold organisational values and trademarks and keep team accountable for the same
- Provide advice and leadership to various stakeholders in a positive and inclusive manner

About you

Education and experience

- Tertiary qualification in a relevant discipline essential
- Demonstrated experience in a membership context essential (though not necessarily in a membership association)
- Demonstrated proficiency in strategy and leadership
- Thorough understanding of contemporary management concepts and tools
- Experience in health sector an advantage

Personal attributes

- Ability to translate ideas into action
- Strategically-minded, problem-solving approach
- Collaborative, inclusive working style with an ability to bring people on your journey
- Autonomy in interpreting organisational strategy and creating the appropriate departmental strategy and operational plan
- High sense of accountability and self-actualisation
- Excellent leadership and influencing skills
- Excellence in written and oral communication