• **SPVS Executive Manager Job Description**

This is a senior role, reporting to the President and Officers of the society. The Executive Manager is expected to have an overview and understanding of all the areas with which the society is involved and perform a project management type function with the aim of taking the thriving and growing organisation to a new level and attracting the next generation of forward thinking owners, directors and managers of veterinary businesses as members.

1. **Task List**

• Understanding the membership of SPVS; the current profile of our members as well as that of potential future members and how best to attract and retain members
• Understanding the membership and workings of SPVS Council
• Working with and managing current Secretariat staff
• Liaising with the President and other Officers, in particular the Hon Secretary, to prepare agendas for meetings
• Attending Officers and Council meetings
• Attending meetings with other veterinary bodies, suppliers or partners as necessary
• Receiving monthly management accounts from the office staff, making them available to the Treasurer and liaising with the society accountants when appropriate
• Liaising with Councillors assigned action points after meetings to facilitate the implementation and completion of such points in a timely fashion
• Marketing and PR services for the society to ensure it has a high profile in the veterinary press and wider profession
• Liaise with SPVS partner organisation (The Veterinary Practice Management Association) in relation to jointly run events
• Helping develop and deliver projects as approved by Council, including the current ones below as well as any new initiatives. Working with the relevant Officer or Council member preparing budgets for the projects, monitoring spending and updating Officers and Council at appropriate intervals to ensure costs do not escalate and projects are delivered within budget.
• Surveys – launching the Fee and Salary surveys at appropriate intervals, arranging publicity, releasing results and reporting on the same in association with the assigned Council officer. Additionally conduct an annual review of the existing surveys to ensure they are up to date and relevant. Promoting and encouraging participation in the Profitability Survey. Liaising with Veterinary Insights as necessary in relation to the current and any new surveys
• Benchmarking Service – liaising with Veterinary Insights in association with the assigned Council officer to develop this and promoting it as a member benefit
• Practice Life Journal – liaising with the assigned Council editor and Mojo Consultancy to ensure delivery of the editions on time and monitoring the budgets and costs associated with it
• Educational Courses – liaising with the Council CPD officer and Keystone Event Management to ensure the courses remain relevant and useful for members, are marketed effectively and profitably. Assist with research of new subjects for development of additional courses
• SPVS-VPMA Congress – attend meetings relating to this major event and liaise with Keystone Event Management to ensure the event is marketed and publicised effectively and remains a success
• Lancaster Student Seminar – liaise with the assigned Council officer and secretariat to ensure this event is marketed and publicised effectively
• SPVS Wellbeing Award – liaise with the assigned Council officer to promote this and assist in collecting entries, informing winners and coordinating the delivery of the prize
• VetXML/Vet Envoy – in association with Nick Lloyd attend the bi-annual meetings and help support the future development of this major IT project
• Member Benefits – research and develop new and review current offerings with the help of the assigned Council officer
• E-mail discussion loop – monitor this and in association with the assigned Council officer report activity to Council. If necessary liaise with the Listowner relating to inappropriate activity.
• Research and review membership-type discussion forums with a view to proposing a new platform for the society’s members to use

2. Skill set required

• IT skills – these should be of a good level with proficiency in MS Office including Excel
• Financial skills – the ability to understand accounts and control budgets
• Marketing and PR
  o The ability to plan and deliver a marketing campaign for individual events or the society as a whole
  o Experience with or a desire to develop knowledge in integrated digital marketing is desirable
• Managerial skills – these should be excellent.
  o The role includes managing the current staff members in the SPVS office as well as working with them so the ability to be a team leader and a team player is important
• Communication skills – these should be excellent
  o The role involves liaison at varying levels within the profession including but not limited to; volunteer Council members from SPVS and other veterinary organisations, companies and partner organisations with which SPVS has a working relationship and companies and organisations that SPVS would like to work more closely with.
  o It is important that meetings and discussions are conducted professionally and in a manner appropriate to the circumstances
• Organisation, Initiative and Self-Direction
  o The ability to work autonomously to self-set timescales to achieve required deadlines
  o Delivery of projects to a high standard in order to ensure that the society is perceived well amongst organisations and companies with which it has a close relationship as well as the wider veterinary profession
• Confidence – a ‘round table presence’
  o The ability to speak up and represent the society’s interests during negotiations and to deliver effective presentations to large groups of people
• Enthusiasm for the job and society
  o An appreciation of the potential that the role has with the vision, motivation and desire to develop it successfully
3. Outcome Expectations

- Improved efficiency with projects moved forward and completed within reasonable and agreed timescales
- Enhanced profile of SPVS in the veterinary press and profession generally
- An increase in membership numbers
- Increased numbers of participants in the surveys
- New initiatives to enhance SPVS membership offering eg. New CPD courses, improved member benefits, development of a regional network
- Improved profitability from events
- Potentially cost savings within the running of the society

4. Contract

Working hours are 30 per week over 4 days with the majority (2 or 3 days) likely to be based at the Secretariat Office in Hatton Park, Warwick though flexibility is possible and there is the potential for some work to be done from home. Travelling will be required (which could be by car or public transport) and this will include some overnight stays when attending meetings. There will also be some weekend work to attend and assist with society functions (particularly the SPVS-VPMA Congress and the Lancaster Student Seminar).

The initial term will be 2-years; it will be reviewed and extended depending on how the role develops and the benefits seen to the society from it. It is accepted that the first 12-months will likely be a learning experience and the job will develop during this time with regular meetings with SPVS Officers to review progress and performance; the expectation is that the second year will build on this ‘bedding in’ period and results will be seen during that time.

Salary £35-40,000 depending on experience plus up to £10,000 expenses to include all travel, accommodation, necessary subsistence and mobile phone.