



BHBIA Engagement Officer – Job Description

Job title

BHBIA Engagement Officer (contracted support to the BHBIA Board)

Location

Field-based

Salary and benefits

Highly competitive day rate negotiable depending on experience.

Description

Time: 66 days per annum

Proposed Start Date: Early 2024 (exact date flexible)

Initial Contract Terms: 12 months

About the British Healthcare Business Intelligence Association (BHBIA)

The BHBIA is the industry association for those developing healthcare business insights (BI) in the UK. Our members are drawn from pharmaceutical/ healthcare companies and the agencies/consultancies that supply business insight services to those companies.

The vision of the BHBIA is to be the catalyst for industry excellence, ensuring the UK business insights community is a focal point for innovation and investment.

Our goal is to be the industry association for thought leadership, professional development and ethical standards in deriving insights within UK healthcare.

These three core pillars:

- Thought leadership
- Professional development
- Ethical standards

are pivotal to all of our current activities and are the drivers behind development of new activities.

The BHBIA Board sets the direction for the BHBIA and, in general terms, the role of the officers is to understand what the Board wants to achieve, provide knowledgeable input to shape the direction and then to implement and progress the activities. The Board are all volunteers, working in full time day jobs, so the officers play a crucial role in being able to dedicate the time to make things happen, whilst the day-to-day administrative running of the organisation and management of events is handled by the secretariat.

About the Role

The primary focus of the BHBIA Engagement Officer role is to support the goals of the BHBIA by bringing members of the Association together through a range of, member-led, initiatives and events.



Specific activities are listed in the activities and responsibilities section below however, the overall aim is to support the Board to build upon the existing success of the organisation, specifically in the area of member engagement. This will be through

- Supporting and running our established member initiatives such as Committees and Connect Groups
- Establishing new member networks focussed on developing and supporting specific areas of the Association
- Helping members to make the most of the full range of BHBIA resources
- Talking to new members to make sure they are fully aware of the range of benefits they have gained upon joining the BHBIA
- Suggesting and establishing new initiatives which the Engagement Officer feels will further establish connections across the membership
- Selling and promoting the services of the BHBIA to a range of life sciences stakeholders, as appropriate, where the aim is to encourage non-members to join the association
- Supporting with new member enquiries and liaising with other professional associations
- Supporting key BHBIA events, including the annual conference and Winter Seminar

The role is varied, adaptable and open to evolution but fundamentally encompasses working on the activities which require the Board or the support team to reach out into the wider BHBIA membership.

Specific activities and responsibilities of the Engagement Officer

Connecting BHBIA members through special interest groups

The BHBIA works hard to connect members through special interest groups. Over the past few years the Association has established a range of special interest groups where like-minded members

- Can connect with each other
- Can discuss topics of shared interest
- Can contribute to BHBIA activities by developing guidance and best practice in their expert area which the Association can utilise to support the wider membership.

These groups fall into two categories

- **Connect Groups** – networking groups which meet to hear from other members who are working in areas of specific interest. These groups provide a forum where members can discuss topics of shared activity
- **Special interest committees** – who work in their areas of expertise and knowledge to develop guidance and initiatives which support the Association's imperative of industry excellence

Currently there are a range of such groups which come under the Engagement Officer remit including

- Rising Stars Connect Group
- Analytics Connect Group



- Sustainability Committee
- Fieldwork Committee
- DE&I Committee

In addition to the already established groups the BHBIA is currently expanding this approach to connecting members further and aims to establish more such groups in the future. The set up and running of these additional groups will come under the remit of the Engagement Officer.

Specific activities required for Special Interest Groups

Connect Groups

- Working with the Connect Group leaders to build the agenda for upcoming meetings
- Making contact with potential guest speakers for each meeting and liaising with them regarding the meeting arrangements
- Setting up Connect Group meetings via the website and promoting them using email
- Horizon scanning for potential future Connect Group guest speakers
- Completing post meeting activities associated with Connect Group meetings

Special Interest Committees

- Supporting the committees in their activities
- Providing a link between the group and the wider Association
- Advising on what is a feasible/acceptable role for the BHBIA to play in the area of interest
- Approaching and recruiting new members to the group as and when required

Conference Activity

The Engagement Officer plays a full role in making sure the BHBIA Annual Conference is as successful as possible. The Engagement Officer undertakes activities specifically to support the Agency Fair which include

- Approaching Agencies to encourage them to book stands at the fair
- Setting up and presenting the 'Make the most of your agency fair stand' pre conference webinar
- Attending the conference and circulating visibly at the Agency Fair to ensure that stand holders are happy and are taking advantage of all of the support on offer to them

Outside of the Agency Fair, at conference, the Engagement Officer is expected to circulate amongst members, attend business sessions to keep abreast of issues and opportunities, promote BHBIA initiatives and generally be on hand to offer support to the Board, other members of the Officer team and the Secretariat as required.

Events

In addition to conference the BHBIA holds 3 member events a year. These events are structured and led by the Board but the Officer team lends support as required. The Engagement Officer takes responsibility for one of these events, typically the Winter Seminar.



The Engagement Officer attends other major meetings and carries out BHBIA activities at these events as outlined for conference.

Engagement Activities

The Engagement Officer undertakes a range of general engagement activities. The programme is largely self-determined but should include

- Running the 'Making the most of your membership webinar' periodically
- Offering 'making the most' meetings to specific members and new joiners
- Supporting the BHBIA with initiatives that will recruit new members or lead to wider participation in activities by existing members

Ideas for new initiatives in the area of member engagement are welcomed by the Board and the Engagement Officer should be proactive in thinking of new ways to promote engagement to put forward for Board approval.

Liaising with other professional bodies

The BHBIA Engagement Officer is a contact point for other professional bodies such as EPHMRA, Intellus, the ABPI, the MRS etc

Overall Activities

In addition to the above the Engagement Officer should

- Act as an ambassador for the BHBIA and a champion for all BHBIA initiatives and activities
- Collaborate closely with the other BHBIA officers, secretariat and Board to ensure clarity of responsibilities and direction across all areas of BHBIA activity
- Attend selected Board meetings and play a full part in discussions (excluding formal voting)
- Liaise with the Communications Officer, Development Officer and the secretariat to ensure that website event pages / other resources associated with engagement activities are kept up to date and that, in collaboration with the Communications Officer, engagement activities are marketed effectively to members via all available channels (email, social media etc)

Candidate requirements

Reporting to the BHBIA Board and working closely with the other BHBIA Officers and Secretariat, the part-time role will suit a self-starter, who has a good understanding of the healthcare BI landscape and a passion for engaging with the membership. It is ideal for someone looking for an exciting new opportunity that has the potential to be managed alongside other freelance/contract work.

Candidates must have

- A strong desire to network amongst BHBIA members in order to connect them to initiatives that will deliver value to members and support the Association's goals and ambitions
- Thorough understanding of the UK healthcare BI community and a network of contacts within business intelligence, across the wider healthcare industry



- A genuine belief in the value that an organisation such as the BHBIA can add to the industry
- Confidence and capability to operate alongside BHBIA Board members and to engage with senior-level leaders and leverage contacts to achieve outcomes
- A driven, proactive and autonomous work style with the ability to work under minimal supervision, as well as being a collaborative team player
- Engaging oral and written communication skills
- Project management skills, tenacity to follow up leads/contacts and a commitment to producing tangible outputs, with attention to detail
- The ability to be responsive and flexible to meet the needs of the organisation – e.g. to accommodate and action changes to plans at short notice
- A willingness to undertake a small amount of travel within the UK

Application process

The application deadline is **4th December 2023** to apply for the role please send your CV and a covering letter/email to admin@bhbia.org.uk by close of business on that day.

If you would like to have an informal conversation with other BHBIA Officers prior to applying please get in contact we would be happy to arrange a call. To arrange an informal discussion please email admin@bhbia.org.uk