

Position Description **Senior Manager, Experience, Value & Insights**

Portfolio: Member Experience & Value | Unit: Experience, Value & Insights | Award: N/A

ABOUT THE RACP	The Royal Australasian College of Physicians ('RACP') connects, represents, and trains specialists from a number of specialities across Australia and Aotearoa New Zealand. The RACP provides services to support the delivery of training, continuing professional development, and health policy and advocacy to medical health professionals.
POSITION PURPOSE	Member Experience & Value (MEV) leads the College's approach to member value and the end-to-end member experience. The portfolio brings together member experience and insight, engagement and channels, member connection, and member support and operations to understand member needs, strengthen participation and connection, improve priority journeys and deliver responsive member services across the member lifecycle. The Senior Manager, Experience, Value & Insights leads the College's enterprise capability to understand what members need and value, design and improve their experience, and ensure member evidence informs priorities and decisions across the College. The role brings together enterprise brand strategy, member value proposition, Voice of Member, member insight and analytics, journey and service design, experience measurement and business product management. It also leads the College's business product management capability for member facing products, such as customer relationship management and digital member platforms, establishing business outcomes, roadmap priorities, adoption and benefits, and ensuring member and service insights inform product and self-service improvement priorities. Working in partnership with specialist portfolios, the role establishes the frameworks, insights and experience standards needed to improve priority member journeys, while specialist portfolios retain accountability for their substantive services and outcomes. The role is accountable for strengthening the use of member evidence in decision-making, improving priority member experiences and demonstrating how changes contribute to member value.
KEY ACCOUNTABILITIES	- Lead the College's enterprise approach to member value and experience, establishing and governing the service blueprint, experience principles, standards and priorities that strengthen member outcomes across the lifecycle. - Define and maintain the College's member value proposition and brand position, ensuring a clear understanding of what members value and how the College delivers on its promise to members.

	- Establish and lead the Voice of Member and insight capability, integrating research, analytics and member feedback to inform strategic priorities, investment decisions and organisational performance. - Lead the design and improvement of priority member journeys, working across portfolios to identify opportunities, remove friction and improve member outcomes, engagement and satisfaction. - Establish enterprise frameworks for experience measurement and performance, using evidence and outcomes to demonstrate impact, monitor progress and drive continuous improvement. - Provide business ownership and strategic direction for member-facing platforms and products, including CRM and digital member services, setting business outcomes, priorities, adoption and benefits realisation in partnership with Technology. - Influence enterprise planning, prioritisation and investment decisions, using member evidence, value and experience insights to inform where services, products and initiatives should be enhanced, simplified, scaled or redesigned. - Lead and develop the Experience, Value & Insights function, building organisational capability, fostering a culture of evidence-based decision-making and ensuring specialist expertise delivers measurable value for members.
COMPLEXITIES	- Leading the College's enterprise approach to member experience, value and insight, influencing priorities and decisions across multiple portfolios. - Combining diverse specialist disciplines including member research, analytics, journey design, service design, experience measurement and value proposition development. - Translating complex member evidence, behaviours and feedback into strategic decisions, investment priorities and organisation-wide improvements. - Holding business ownership of key member platforms and works across business and technology teams to drive adoption, performance and benefits realisation. - Leading cross-functional improvement of member journeys, requiring significant stakeholder influence to align priorities while maintaining accountability across portfolio boundaries.
ROLE DIMENSIONS	Reporting Line: Executive General Manager, Member Experience & Value Direct Reports: TBC Team Reports: TBC
EXPERIENCE	Essential - Relevant tertiary qualification in business, customer/member experience, service design, insights, analytics, digital/product management or a related discipline, or equivalent professional experience. - Significant senior experience across customer/member experience, value propositions or brand strategy, service design, product management, customer insight or related disciplines, with demonstrated ability to connect these capabilities around customer / member outcomes.

	- Demonstrated experience leading end-to-end journey improvement across organisational or functional boundaries. - Experience establishing or leading Voice of Customer/Member, CX measurement, insight or research capability. - Demonstrated experience using customer/member insight, behavioural evidence and experience data to shape strategic priorities, investment choices and measurable experience improvement. - Experience with business product ownership or product management for CRM, digital/member platforms or comparable enterprise products. - Strong experience working across Technology and business teams with clearly separated business and technical accountabilities. - Demonstrated leadership experience building or maturing multidisciplinary customer / member experience, insight, service design and/or product capabilities, bringing together specialist disciplines around shared customer/member outcomes. - Strong analytical judgement and ability to translate complex evidence into clear executive decisions. - Desired - Experience applying contemporary customer experience, insight, proposition or product practices in sectors with mature customer-led capabilities would be highly regarded. - Experience in a member-based, professional association, education, health or similarly complex stakeholder environment. - Experience with CRM transformation, digital member platforms or large-scale technology-enabled operating model change. - Experience developing customer / member propositions and using segmentation, insight and behavioural evidence to shape differentiated experience, products or services. - Experience in service design, design research, behavioural insight or human-centred design. - Experience establishing benefits realisation and product governance disciplines.
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We are
Accountable

We act with integrity, taking responsibility for actions and outcomes.

We
Collaborate

We share information, foster participation, and build relationships for common goals.

We
Indigenise and Decolonise

We partner, resource and embed Indigenous knowledge and ways to accelerate culturally safe change, to achieve equitable Indigenous futures.

We
Lead the way

We reflect, adapt and learn in delivering best practice.

We are
Respectful

We recognise our rich diversity and value each other's needs and contributions.