



Setting Standards for
Retirement Communities

Candidate Pack

Head of Membership and Operations
(full time or substantial part time)

The Associated Retirement Community Operators (ARCO) is the main body representing the retirement community sector in the UK.

Job title:	Head of Membership and Operations
Salary:	£63k-£75k per annum (depending on experience): pro rata if part time
Type:	Permanent
Hours per week:	37.5 (if full time)
Location:	London (Tooting) – the majority of the team are currently working from home due to Covid-19
Start date:	Dec 2020 or as soon as possible thereafter
Accountable to:	Executive Director

Introduction

An ageing population. The housing crisis. Our health and social care systems under intense pressure. We work hard to solve all of these issues – at the same time.

Our vision is for all older people to have the option to live in high quality Retirement Communities in their later years. Retirement Communities maintain independence, foster friendships and ease loneliness – they create positive outcomes for older people and their families. They also provide a benefit to our public services, free up housing for all generations, and make a huge contribution to our health and social care economy. And residents love them, as evidenced by satisfaction surveys. If that’s not something worth getting involved in, what is?!

The Retirement Community sector

Retirement Communities are about more than bricks and mortar – and are also about more than care. They are about buying or renting high quality housing with a safety net of services to go along with it. Still not sure what it is? You are not alone – communicating a clear vision of what our sector provides is one of the key challenges ARCO is currently engaged in.

The sector is still in its infancy in the UK – only 0.6% of over 65s live in a Retirement Community. If we were to reach only a third of the levels seen in other countries with more mature markets, we’d need to build around 250,000 homes by 2030, which is our vision.

Doing so will require spending £60 billion along the way, so the opportunities are huge, and we need your input to make it happen.

ARCO

We are a small team but we get things done, because everyone mucks in. If you have a passion for hierarchy, legacy systems and an unwavering belief in never questioning the status quo – this role is not for you.

ARCO is eight years old, but we're actually pretty grown up – with ten members of staff (including you), a network of 30+ operating members and 70+ affiliates, we provide sector-leading insight, events, and influence (our members describe us as “punching well above their weight”).

Our members are a combination of private companies, charities, and housing associations – what unites us is a joint commitment to older people's wellbeing; providing choice, enabling independence, and delivering high-quality housing and services. In the UK, sector regulation and legislation for retirement communities is still in its infancy. We believe that over time, regulation and legislation for our sector will (and needs to) develop. Therefore, ARCO has put in place its own Consumer Code, designed to drive up standards and consumer confidence. This represents an excellent starting point for future retirement community regulation in the UK.

Of course, this also means that we need to engage with a wide network of stakeholders, including central government, local government, advocacy organisations, regulators and the media, while working with our current members and affiliates and recruiting new ones – we keep busy!

The role

In this role, you will be making a difference today. But the real impact of your work will be measured by whether the retirement community sector will have reached its potential in 10, 20 and even 50 years' time – currently, we are busy laying the foundations to redefine the future of housing, care, and support for our ageing population.

So we want your experience, your intelligence, and your enthusiasm for the work we do. You will manage the fundamental operations of the business, ensuring that ARCO runs day to day and delivering member and affiliate functions. You will need to maintain and build relationships with people from a wide range of organisations, as well as overseeing ARCO's internal functions. This is a role for a person who likes to get things done. You will also oversee our internal and external events programme (including our Summits and Conference), working closely with the Programme and Events Manager.

Our Head of Membership and Operations will be a member of ARCO's Executive Management team. Our sector and work is flexible, and it can be challenging to respond to developments while keeping up with our planned work. That's why you'll be highly organised, a problem-solver, a self-starter and definitely a finisher, keeping yourself and ARCO's operations on track. You will lead this area of our organisation and be able to make a real mark on the future of this sector. But you won't be on your own – you will work closely with ARCO's Executive Director, Programme and Events Manager, Finance and Business Manager, and the rest of the Executive Team, our Chair and Vice- Chair and various colleagues within our member organisations, as well as external consultants.

Purpose of the role

The overall objective of appointing a Head of Membership and Operations will be to run ARCO's day-to-day business, delivering membership functions to keep current members and affiliates engaged and recruit new ones, and coordinate ARCO's events. ARCO's main offices are based in Tooting, which acts as a hub for ARCO staff who are frequently out of the office at events and meetings in central London or at locations across the UK. Currently, due to the Covid-19 pandemic, the majority of the ARCO team are working from home and staying connected digitally with our members and other stakeholders.

Benefits of the role

- 25 holiday days per year (pro rata if part time), exclusive of bank holidays and any other time the office may be closed.
- Employer pension contribution.
- Flexible working hours.
- Opportunities for training and personal development

Key tasks of the role

1) Member management

- a) Building and maintaining positive relationships with current members; retaining those members.
- b) Delivering membership functions to member organisations, including yearly re-registration, maintaining the database of registered schemes, certifying schemes, and liaising with and answering member queries.
- c) Recruiting new members, including planning and delivering a campaign to drive membership levels even higher.
- d) This includes ARCO Accelerator Programme subscribers, engaging organisations all along their membership process, from Accelerator to Prospective Member to Full Member.

2) Partnership management

- a) Building and maintaining positive relationships with current Strategic Partners, members of the ARCO Advisory Council and ARCO Affiliates.
- b) Partnership administration, including maintaining information on current and interested Partners, Advisory Council members and Affiliates, including the Suppliers Directory
- c) Recruiting new Partners/Advisory Council Members/Affiliates including negotiating support arrangements.
- d) Ensuring Partners, Advisory Council Members and Affiliates receive the benefits of their package(s) and liaising with them on an ongoing basis, answering queries, and assisting them as needed.

3) Coordinating ARCO events

- a) ARCO holds external conferences and runs multiple internal and outward-facing workshops and meetings throughout the year. Currently all events are digital, following the successful Digital Season in summer 2020. Planning the content of events (especially external events) is done collaboratively in the team. Our events programme is run by the Programme and Events Manager but you will have executive oversight of this programme.
- b) Overseeing the organisation of the events schedule and each event, ensuring a balanced events programme across the year, and ensuring ARCO delivers on all of its promised member, affiliate, and external events.

- c) As necessary, liaising with: our internal event Chairs, speakers, sponsors, designers, printers and couriers (to plan and deliver collateral), venues and caterers, attendees and tech support.
- d) Bringing onboard event speakers and obtaining sponsorship for events.
- e) Working with the Policy and Communications team on events marketing strategies.

4) Running ARCO's internal business

- a) Office management – responsibility for liaison with TootingWorks; office supplies; and health and safety.
- b) Working closely with the Finance and Business Manager on budgeting and resource management.
- c) Secretariat support to the Board of Directors as needed, together with other colleagues.

5) Other tasks and requirements

- a) Supporting any other key ARCO projects or priorities as may arise, along with the rest of the Executive Management Team.
- b) Acting as line manager for the Programme and Events Manager, and the Relationship Manager (currently on maternity leave)
- c) Contributing to the production of content for web, intranet, member bulletins, email, and print, typically about ARCO operations and events.
- d) Being willing to travel during the course of your duties with possible overnight stays away from home.
- e) Undertaking any other duties commensurate with the purpose and remit of the post.

Person Specification

Education	
Educated to undergraduate degree level (or equivalent work experience)	Essential
Masters degree in relevant field (or equivalent work experience)	Desirable
Willingness to undertake training and continuing professional development	Essential
Experience	
Experience working in a senior operational and/or membership-liaison role	Essential
Experience organising events	Desirable
Experience in health, social care, and/or housing	Desirable
Experience managing organisational budgets and budget planning	Essential
Experience in project and process management	Essential
Experience in fundraising and/or sponsorship	Desirable
Abilities and competencies	
Ability to form and maintain productive working relationships with a wide variety of people within different organisations	Essential
Self-motivated and pro-active, with a high level of accountability	Essential
Ability to work to a fast-pace and manage multiple workloads	Essential
Highly organised with strong project management and planning skills, and attention to detail	Essential
Excellent verbal and written communication skills	Essential
Ability to think creatively and flexibly	Essential
Analytical skills including numerical competence	Essential
Advanced proficiency with Microsoft Office suite	Essential
Financial training	Desirable
Aptitude and experience using CRMs	Essential
Abilities and competencies	
Willingness to work flexibly, including to tight timescales and with minimal supervision	Essential
Being comfortable working in a small team, supporting others across a variety of functions	Essential
Having a genuine interest in the health, social care, and housing field	Essential
Being committed to the principles of equality and diversity	Essential

This information will be used as part of the shortlisting process.

How to apply

Please apply with the following:

- A concise and precise covering letter detailing why you are interested in this position and clearly explaining how you meet the person specification.
- A short CV (maximum of 2 pages), which should clearly outline any relevant experience to date.

Please note that the closing date for applications is at midnight **23rd October**.

Please send your application to **ARCO@badenochandclark.com**

- Candidates progressing to the next round will be asked to complete a pre recorded interview, please note that this is not a preclusion to the process if you are unhappy to complete this or need any help with this.

Successful candidates will be invited for an interview/presentation in the week commencing 2nd November, Initial assessments for shortlisted candidates will take place the following week.

Our preference is for the successful candidate to start in December 2020, although we are willing to adjust timescales depending on notice periods and availability.



ARCO are committed to equality, diversity and inclusion and believe that through recognising the inherent benefits of diversity we can achieve more. We aim to create an environment which respects and values difference, but that is inclusive and welcoming for all and actively seek applications from diverse backgrounds. Our recruitment partner for this campaign – Badenoch + Clark would be delighted to assist with any part of the recruitment process if required.

Associated Retirement Community Operators (ARCO)

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For more information on ARCO, visit:

www.arcouk.org