



The British Healthcare Trades Association is recruiting its next Head of Membership

Location: This is a remote role, with some travel required across the UK

Salary & Package: Circa £50-60k per annum + bonus

Closing date: 2 October 2026 (although may close earlier based on applications)

Employment type: This is a full-time, permanent role

Reports to: Chief Executive Officer

Direct reports: Team of two Membership Engagement & Events Manager and one Membership, Events & Policy Administrator

About the role

This is a significant opportunity to shape the future growth of one of the UK's longest-established healthtech trade associations.

The Head of Membership will be responsible for delivering significant and sustainable membership and income growth through a proactive, relationship-led approach. They will lead the full membership lifecycle, from identifying and developing prospective members through to onboarding, engagement, retention, renewal and long-term advocacy.

This is a highly visible, externally focused role. The successful candidate will spend significant time meeting existing and prospective members, attending industry events, building networks and developing trusted relationships with senior decision-makers across the healthtech sector.

They will lead the development and delivery of the BHTA Membership Strategy, continually strengthening the membership proposition and member experience to ensure the Association remains relevant, valuable and positioned for growth.

Alongside strong personal relationships, the Head of Membership will champion intelligent use of CRM, data, automation, AI and digital tools to identify opportunities, improve insight and increase the scale and effectiveness of membership activity.

As a member of the Senior Leadership Team, they will ensure the voice of members informs strategic decision-making and will become one of the BHTA's most visible and trusted senior contacts for the membership community.



The key outcome of the role is clear: **significant and sustainable growth in BHTA membership and membership income, driven by outstanding relationships, compelling member value and intelligent use of data and technology.**

This is an opportunity to make a lasting impact and help deliver the BHTA's ambition to become the UK's leading healthtech trade association, serving **1,000 members by 2035**.

Benefits include pension, annual leave entitlement and flexible working arrangements in line with BHTA policies.

Key responsibilities include:

Membership growth and relationships

- Develop and deliver an ambitious membership growth strategy aligned with the BHTA Strategic Plan.
- Identify and build relationships with prospective members and senior decision-makers across the healthtech sector.
- Spend significant time engaging directly with members and prospects to understand their businesses, priorities and challenges.
- Build a strong sector network and create opportunities for prospective members to experience the value of BHTA membership.
- Mobilise members, Board Directors, Section Chairs and other advocates to support referrals and membership growth.
- Broaden and diversify the BHTA's membership, increasing membership income sustainably.

Member experience and proposition

- Build trusted relationships with member CEOs, business owners and senior leaders, ensuring members feel heard, valued and well supported.
- Continually strengthen the BHTA membership proposition and clearly articulate the value of belonging.
- Improve the full member journey, including onboarding, engagement, renewal, retention and advocacy.



- Use member insight to identify new services, benefits and opportunities that increase member value.
- Represent the BHTA at relevant conferences, exhibitions, events and industry meetings.

Insight, CRM and technology

- Lead the organisation's approach to member and prospect insight, using data and technology to strengthen personal relationships.
- Work with the Head of Operations to develop the CRM roadmap, improve data quality and provide a clear view of member and prospect engagement.
- Use segmentation, dashboards and insight to identify growth opportunities, engagement needs and retention risks.
- Harness automation, AI and digital tools to improve prospect engagement, onboarding, renewal and team productivity while maintaining a highly personal member experience.

Voice of the member

- Act as the executive champion for the member voice across the BHTA.
- Ensure member and market insight informs strategy, services, policy priorities and organisational investment.
- Challenge the organisation to consider significant decisions through the lens of member value.

Strategic and team leadership

- Develop and deliver the long-term Membership Strategy, with a strong focus on sustainable growth, retention and income.
- Bring member and market insight into senior leadership discussions and organisation-wide planning.
- Continually assess how the membership model, proposition and services can evolve to meet future needs.
- Lead, coach and develop the Membership Team, setting clear objectives and creating a proactive, accountable and growth-oriented culture.
- Embed excellent relationship management, member service and effective use of CRM and digital tools across the team.

What success looks like

Success in this role will be measured through a clear set of growth, engagement and member experience objectives, including:

- **10%+ net membership growth** each year
- **90%+ member retention**
- Above budget membership income growth
- A stronger prospect pipeline and higher member engagement
- A refreshed membership proposition and member journey within **12 months**

The successful candidate will be:

Essential criteria

- Exceptional relationship-building ability, particularly with CEOs, business owners and senior decision-makers.
- A proven track record of achieving growth through a consultative, relationship-led approach.
- The energy and confidence to proactively develop new relationships and networks.
- A strong external orientation and a desire to spend time meeting people rather than waiting for opportunities to come to them.
- Evidence of identifying and creating opportunities rather than simply responding to existing demand.
- Strong commercial judgement and a clear understanding of the importance of sustainable income growth.
- Experience of developing and implementing successful membership, customer or stakeholder growth strategies.
- Demonstrable experience using CRM, data and customer insight to improve performance.
- A strong practical understanding of CRM platforms, automation, AI and digital engagement tools and how these can amplify growth and relationships.
- Strategic leadership experience within a customer or stakeholder-focused organisation.
- A track record of leading, motivating and developing high-performing teams.
- Outstanding communication, influencing and listening skills.



- The credibility to represent the BHTA externally at senior level.
- The ability to combine strategic thinking with personal delivery and measurable results.
- A collaborative leadership style and values aligned with those of the BHTA and its members.

Personal attributes

- Naturally builds relationships and enjoys meeting people.
- Is curious about businesses and what makes them successful.
- Picks up the phone and makes things happen.
- Creates opportunities rather than waiting for them.

About the BHTA

Founded in 1917 and consisting of over 400 member companies, the BHTA brings the healthcare and assistive technology industry together to help shape and improve the health and care of the nation. It operates as the sector's consumer protection body, with all members required to abide by its CTSI-endorsed Code of Practice. The association also supports the needs of its members through its membership services, alongside advocating on behalf of its members at the highest levels of government and standards-setting bodies.

The association also has a commercial media and publishing arm, which aims to engage and inform key audiences in the industry through its flagship title: THIIS Magazine.

The BHTA is a Disability Confident Employer.

To apply, please send a CV no longer than 3 pages and cover letter no longer than 2 pages to samantha.lewis@bhta.com, with the email subject "BHTA Head of Membership" by COP 2 October 2026.

Interviews will take place virtually on 22-23 October 2026.