

# The British Dietetic Association volunteer position

## Social Media Officer; Obesity Specialist Group

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### Aims and Objectives of the Group

- Develop and promote a professional specialism within dietetics.
  - Represent a defined group of members.
  - Communicate evidence-based standards and practice in obesity.
  - Support post registration training in obesity.
  - Act as a voice of professional expertise, contributing to national guidelines.
  - Campaign for initiatives aimed at reducing obesity prevalence and leading to health improvement with an emphasis on reducing health inequalities.
  - Contribute to reducing obesity stigma by promoting the use of people first language and the use of non-stigmatising images.
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### What the post has to offer

As the Social Media Officer, you will work closely with the committee to develop your specialist group's online presence using different social media channels. You will communicate with BDA members, the public and stakeholders to promote your specialism and the dietetic profession as a whole.

You will have the help of your committee to develop and create relevant content for social media, share your committee and members work, events, resources and successes, including, news relevant to your specialism.

You'll work with the committee to develop an overview of the strategic developments affecting the specialist group from both within the BDA and externally to the profession. Using your knowledge and skills to represent specialist group members interests, advocate for the specialism and the dietetic profession as a whole.

We don't expect you to do it alone, you'll be supported by the committee to plan content and provide information. You'll have the support of the Volunteer Officer and the BDA social media team who provide support and guidance.

Through this position you will gain communication, writing, marketing, public relations and project management skills, which can translate directly into career development. It will also give you an opportunity to work with colleagues across your specialty, building networks, sharing knowledge and skills.

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### Main duties and responsibilities

- Utilise relevant social media channels to communicate group activities and relevant content to members.
- Encourage group members to communicate with the group via social media, sharing best practice and relevant news.
- Work closely with committee members to plan content, communicate live events and relevant resources.
- Work closely with committee members to engage relevant stakeholder's social media channels.
- Use the BDA social media guidance and tools to ensure that the groups use of social media is professional and useful to members.



- Work with the BDA Social Media Team to develop new channels and to seek guidance and support where needed.
  - Promote the work of the BDA by getting involved in national campaigns relevant to your specialism.
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## Training Support and Resources

As the Social Media Officer, you'll work closely with Volunteer Manager and the Social Media Team who offer support, guidance and advice to the postholder. Support for this role is offered by key committee members including the Chair, Vice Chair, and Website Editor who work as a team to set strategy, determine priorities and plan content.

We have a variety of resources, tools and training available to support this role including:

- Full induction with BDA staff and a full handover from the previous postholder.
  - Training and development opportunities to help build personal and professional skills including workshops, webinars and the BDA's annual volunteer conference.
  - Access to our social media guidance toolkit and training.
  - Access to our volunteer handbook and volunteer hub providing a range of resources and guidance.
  - Regular communications including a monthly volunteer ezine with BDA updates and opportunities.
  - Networking with other volunteers through events, webinars and access to our volunteer forums.
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## Length of service and commitment

You will be elected for a two-year term of office and have the option to extend for an additional two-year term. Reasonable notice can be given if you are no longer able to fulfil this role.

There are a number of training and development opportunities available, including a detailed induction with BDA staff and governance training to be undertaken upon commencement of each term.

Committee meetings are held regularly throughout the year and can be attended virtually if required. There is a varying and flexible amount of work in between meetings which is dependent on the strategy, workplans and projects agreed to by the committee.

The specialist group holds a minimum of one event for members a year which includes the Annual General Meeting, it is typical for the committee to attend these events.

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## Appointment method

To apply for this role [please submit a nomination form and a copy of your CV](#). Nominees must be a member of the group and provide the names and signatories of two BDA members to support their nomination.

If you would like an informal, confidential discussion about the role and the nomination process, please contact Lucy or Adrian at [bdaobesity@gmail.com](mailto:bdaobesity@gmail.com).

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