

The British Dietetic Association Volunteer Role Descriptor Social Media Officer; London Branch

Aims and Objectives of the Branch

- Provide educational opportunities to Dietitians to support Continuous Professional Development.
 - Provide a forum for Dietitians to meet and network.
 - Act as a source of communication between the BDA and local members.
 - Promote the sharing of information and examples of best practice.
 - Promote the role of the BDA in the London region, including recruitment and retention of members.
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What the role has to offer

As the Social Media Officer, you will work closely with the committee to develop the online presence of your branch using different social media channels. You will communicate with BDA members, the public and stakeholders to promote your region 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 region.

You'll work with the committee to develop an overview of the strategic developments affecting the region from both within the BDA and externally to the profession. Using your knowledge and skills to represent branch members interests and provide education.

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 Volunteering Team and the BDA social media team who provide support and guidance.

Through this role 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 locality, building networks, sharing knowledge and skills.

Main tasks and responsibilities

- Utilise relevant social media channels to communicate branch activities and relevant content to members.
- Encourage branch members to communicate with the branch 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 branch 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 region.

Training, support and resources

As the Social Media Officer, you'll work closely with the Volunteering Team and the Social Media Team who offer support, guidance and advice to the Social Media Officer. Support for this role is offered by key committee members including the 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 Social Media Officer.
 - 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 hope that you will be able to stay in the role throughout this term. There is the option to extend for an additional two-year term. We hope that reasonable notice would be given if you are no longer able to fulfil this role, as we appreciate that circumstances can change.

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 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 branch 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.

Recruitment method

To apply for this role please submit a nomination form and a copy of your CV via <https://www.bda.uk.com/news-campaigns/get-involved/volunteers/volunteering-opportunities.html>

Nominees must be a member of the branch 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 Roy Bustin at r.bustin@bda.uk.com.
