

The British Dietetic Association volunteer Role Descriptor Social Media Officer; Optimising Nutrition Prescribing Specialist Group

Aims and Objectives of the Group

- Organise and facilitate annual events to offer a range of relevant CPD opportunities for our members and the wider dietetic workforce, including dietetic students
- Apply for funding and awards for research, professional development and other relevant learning events to support our members
- Produce and facilitate communication and education opportunities for our members to champion safe, effective and sustainable nutritional care pathways, using the food first approach, social prescribing and/or nutritional products where clinically indicated
- Produce regular newsletters for our members to keep them up to date with the latest news and developments in our area of work
- Develop and monitor safeguarding measures to support effective online forum use for sharing best practice, resources and ideas
- Produce and organise communication and training to support and empower our members to be intelligent in the way analytics and existing technologies are used to deliver best possible services
- Use membership events and social media to provide opportunities for networking with experts, specialist groups and other dietitians working in Nutrition Prescribing Optimisation across the UK
- Reach out and collaborate with higher education institutions to promote education of dietetic workforce in areas of medicines and prescribing optimisation
- Use social media and other communication channels to promote our group as a reliable source of expertise and intelligence to all relevant stakeholders, including but not limited to healthcare professionals, ACBS committee, wider dietetic workforce, clinical commissioners, governments, higher education institutions, NHS bodies, industry, etc
- Work with the BDA and the wider membership to contribute to the development of relevant resources and policies

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.

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 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 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 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.

Appointment method

To apply for this role please submit a nomination form by 27 February 2024. 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 Sarah Britton or Heather Nunn at prescribing-support@bda.uk.com.
