

The British Dietetic Association volunteer position – Social Media Officer

Role Social Media Officer, West Midlands Branch
Aim of the Branch <ul style="list-style-type: none"> • To act as a source of communication between the BDA and local members. • To provide a forum for Dietitians to meet on a regular basis • To provide educational opportunities to Dietitians to support Continuous Professional Development. • To promote the sharing of information and examples of best practice • Promote the role of the BDA in the West Midlands region, including recruitment and retention of members.
What this post has to offer As the Social Media Officer you will have the opportunity to develop and apply a variety of communication skills over different social media channels. You may be responsible for setting up and also communicating Branch activities through Twitter, Facebook, LinkedIn, etc. Through this position you will gain marketing, communication, 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 region, sharing knowledge and skills.
Main tasks/responsibilities <ul style="list-style-type: none"> • To utilise relevant social media channels in communicating Branch activities to members and engaging Branch members to communicate with the Branch. • Use the BDA social media guidance and tools to ensure that the Branch's use of social media is professional and useful to members. • To communicate, live, the content of Branch events over social media. • To work with the BDA Member Services and External Affairs Team in promoting the work of the Branch and the BDA locally.
Level of commitment Committee meetings are held four times per year. There is a varying and flexible amount of work in between times. The Branch aims to hold a minimum of x events for members per year, one will include the Annual General Meeting. This position is elected to the role for a two year term of office and should serve no more than two consecutive terms of office. However you can give reasonable notice to end your volunteering if you are no longer able to fulfil your role.
Main times of volunteering Committee meetings are usually held on weekday evenings and can be arranged by teleconference, if required. Branch events usually take place during weekday evenings.
Training and support offered <ul style="list-style-type: none"> • The BDA has a designated member of staff supporting Groups and Branches in the delivery of their work. Individualised support can be offered to suit the individual. • Branch Handbook, templates and resources. • Individual induction, handover and training at convenient location and time for you. • Participation at the Groups and Branches networking day (held once a year).