

## The British Dietetic Association volunteer position – Social Media Officer

<b>Role</b> Social Media Officer, Sustainable Diets Specialist Group
<p><b>Aim of the Specialist Group</b></p> <p>To provide a forum through which members can network and share ideas, information, good practice and expertise</p> <ul style="list-style-type: none"> <li>• To support members in accessing a range of appropriate professional development activities and opportunities for planetary health nutrition practice, and where appropriate to advocate for this provision</li> <li>• To promote high standards of practice in the field of planetary health nutrition and sustainability in all areas of dietetics</li> <li>• To be an effective champion for planetary health nutrition and sustainability within and on behalf of the BDA, by identifying priority issues and themes that the network can promote, raising debate and discussion among BDA members, and shaping BDA policy, position statements and press releases</li> <li>• To contribute expert advice to the BDA in responding to national policy and professional development issues, including access to expert leads on specific topics</li> <li>• To link with BDA specialist groups and other groups in promoting planetary health nutrition and sustainability</li> </ul>
<p><b>What this post has to offer</b></p> <p>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 Specialist Group activities through Twitter, group discussion forum and any other relevant social media channels. 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 speciality, sharing knowledge and skills.</p>
<p><b>Main tasks/responsibilities</b></p> <ul style="list-style-type: none"> <li>• Utilise relevant social media channels in communicating Specialist Group activities and relevant specialist content to members and engaging Group members to communicate with the Group.</li> <li>• Work with the Group PR Officer to engage relevant stakeholders via the Group Twitter account.</li> <li>• Ensure the discussion forum is kept up to date and group content is regularly posted.</li> <li>• Use the BDA social media guidance and tools to ensure that the Group's use of social media is professional and useful to members.</li> <li>• To communicate, live, the content of Group events over social media.</li> <li>• To work with the BDA Membership, Marketing and Communications Team and Trade Union and Policy Team in promoting the work of the Group and the BDA.</li> </ul>
<p><b>Level of commitment</b></p> <p>Committee meetings are held four per year. There is a varying and flexible amount of work in between times. The Branch aims to hold one event for members per year, which 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.</p>
<p><b>Main times of volunteering</b></p> <p>Committee meetings are usually held on weekdays and can be arranged to be attended online, if required. Group events usually take place on weekdays.</p>
<p><b>Training and support offered</b></p> <ul style="list-style-type: none"> <li>• The BDA has a designated member of staff supporting Groups and Branches in the</li> </ul>

delivery of their work. Individualised support can be offered to suit the individual.

- Volunteer Handbook, templates and resources.
- Volunteer hub with resources, help and guidance
- Facebook networking group for group and branch volunteers
- Online webinars and training
- Induction, handover and training at convenient location and time for you.
- Participation at the Groups and Branches networking day (held once a year).