

The British Dietetic Association volunteer position – Social Media Officer

Role Social Media Officer, Freelance Specialist Group
Aims/Objectives of the Group <ul style="list-style-type: none"> • To facilitate dietitians working in freelance roles to employ best, evidence-based practice • To act as a voice of professional expertise for and on behalf of freelance dietitians • To encourage and enable continued educational development of all our members • To promote the benefits of the dietitian's role working in Freelance • To ensure the financial security and sustainability of the Freelance Specialist Group
What this post has to offer This is a vital role within the Group, co-ordinating the groups communication strategy, other committee members involvement and managing the day to day social media accounts of the group. As the Social Media Officer, you will be communicating with BDA members, the public and stakeholders to promote your Group or Branch and dietetics. You will work closely with your committee and the BDA social media team to plan, coordinate and execute your groups social media strategy. 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.
Main tasks/responsibilities <ul style="list-style-type: none"> • Utilise relevant social media channels to communicate Group activities and relevant content to members and external stakeholders • Encourage Group members to communicate with the Group via social media • Work closely with other committee members to plan content, communicate live events and relevant resources • Work closely with other committee members to engage relevant stakeholder social media channels • Use the BDA social media guidance and tools to ensure that the Group's use of social media is professional and useful to members • Work with the social media team to promote the work of the Group and relevant BDA initiatives
Level of commitment Committee meetings are held up to 4 times a year, plus a varying and flexible amount of work in between times. The Group holds events for members, one of which will include the Annual General Meeting. A Social Media Officer 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 weekdays and can be arranged by teleconference, if required. Group events usually take place on weekdays.
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 member • Group Handbook, templates and resources • Volunteer hub with resources, guidance and help by role • Individual induction, handover and training at convenient location and time for you • Participation at the Groups and Branches networking day (held once a year)