

# The British Dietetic Association volunteer position

## Social Media Officer; Public Health Specialist Group

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### Aims and Objectives of the Group

- To provide a forum through which members can network and share ideas, information, good practice, and expertise
  - To support members in accessing a range of appropriate professional development activities and opportunities for Public Health Dietetic practice, and where appropriate to advocate for this provision
  - To promote high standards of practice in the field of Public Health Nutrition and Health Promotion Dietetics, through both defining and developing competencies of the dietetic workforce across a range of practice settings and roles
  - To be an effective champion for Public Health Nutrition 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
  - To contribute expert advice to the BDA in responding to national policy and professional development issues, including access to expert leads on specific topics
  - To link with BDA specialist groups and other groups in promoting Public Health Nutrition and professional development issues
  - The Group shall cover the whole of the UK and is expected to accommodate subgroups reflecting the membership within each of the four UK countries, where relevant
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### 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 public health specialism and the dietetic profession as a whole.

You will be responsible for communicating PHSG activities and events through Twitter, Instagram, Facebook, LinkedIn, etc. The role will focus on growing our following and increasing our activity including our new Twitter chats.

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.

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## Main duties and responsibilities

- Use relevant social media channels to communicate PHSG activities, events and relevant specialist content to members and interested parties
- Encourage group members to communicate with the group via social media, sharing best practice and relevant news
- Manage a social media schedule of planned posts, working with other PHSG members to plan content and keep discussion forums up to date
- To advertise and communicate, live, the content of PHSG events over social media
- 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
- To work with the BDA Member Services and External Affairs Team in promoting the work of the PHSG and the BDA locally

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## Training Support and Resources

As the Social Media Officer, you'll work closely with Volunteer Officer (Groups and Branches) 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, Vice 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 have the option to extend for an additional two-year term. Reasonable notice can be given if you are no longer able to fulfil this role.

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 4-5 times per year. Committee meetings are usually held on a weekday evening by video call. There is a varying and flexible amount of work in between times. The PHSG aims to hold a minimum of 2 events for members per year, one will include the Annual General Meeting, it is typical for the committee to attend these events.

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## Appointment method

To apply for this role please submit a [nomination form](#) and a copy of your CV to [Phnsg@bda.uk.com](mailto:Phnsg@bda.uk.com) by **Friday 15 July**. 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 Carlena Probert-Baulch, Volunteer Manager at [c.probert-baulch@bda.uk.com](mailto:c.probert-baulch@bda.uk.com).

For more information and resources about the role please visit the [BDA Volunteer Hub](#) and log in to your BDA account.

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