

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

**Role** Social Media Officer, Renal Nutrition Specialist Group (RNG)

### Aim of the Specialist Group

- To support and develop high quality evidence based dietetic practice for renal nutrition in the UK.
- To provide up to date evidence based information on dietary treatment of renal conditions to dietitians, other health professionals and the media/public.
- To encourage and enable continued professional development (CPD) within our membership.
- To promote the renal dietitian's role working within the renal multidisciplinary team particularly with regards to the advanced role of supplementary prescribing.
- To update the national workforce development document working closely with our British Renal Society (BRS) colleagues.
- To explore and guide our membership on the use of new technologies by looking and developing guidelines on current mobile apps available and work with the BDA to develop online resources.
- To continue joint working with appropriate bodies including the BRS, Renal Association (RA) and Kidney Care UK in developing and updating resources for patients, the public and health care professionals
- To continue joint working with appropriate professional bodies, including the RA, BRS, and British Dietetic Association to develop national guidelines, and CPD sessions for our members and members of the multi-professional team.

### 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 Specialist Group activities through Twitter, group discussion forum and any other relevant social media channels. The RNG has a well established Twitter account with nearly 2000 followers. The role will focus with the development of an Instagram account as well we regular timetable tweets and developing our Facebook account.

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

- 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.
- Work with the Group PR Officer to engage relevant stakeholders via the Group Twitter account.
- Ensure the discussion forum is kept up to date and group content is regularly posted.
- Develop further the RNG facebook page and developments
- Develop our new Instagram account
- Use the BDA social media guidance and tools to ensure that the Group's use of social media is professional and useful to members.
- To communicate, live, the content of Group events over social media.
- To work with the BDA Member Services and External Affairs Team in promoting the work of the Group and the BDA.

**Level of commitment**

Committee meetings are held 2 per year. There is a varying and flexible amount of work in between times. The Branch aims to hold a minimum of 2 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 in the evening and will be arranged via video conference.

**Training and support offered**

- 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).