

## Job Description

- Job Title:** Communications Officer
- Job Location:** Head Office, Birmingham
- Responsible To:** Communications and PR Manager

### Job purpose

The Communications Officer works with colleagues and volunteers across the BDA to raise the profile of the dietetic profession and promote the work of the BDA, positioning the BDA as the expert and trusted voice of the dietetic profession, across a range of platforms.

The role supports the delivery of the BDA's communication strategy, ensuring high quality content is developed and curated to meet the needs of the media, our members, and the wider business.

### Job context

The British Dietetic Association (BDA), founded in 1936, is the professional association and trade union for the whole of the dietetic profession in Great Britain and Northern Ireland. It is the nation's largest organisation of food and nutrition professionals with 12,000 members.

The Membership, Marketing and Communications Team delivers and maintains high quality responsive member services and communications to engage with our membership across both digital and print media, as well as the media and with key stakeholders.

### Key areas of responsibility

#### Media relations

- First point of contact for media enquiries about the BDA, food and nutrition expertise, dietitians and the dietetic profession.
- Oversee and maintain the press inbox and its associated admin, including management of media spokespeople and book reviews.
- Monitor and analyse the BDA's press coverage, creating regular coverage documents and uploading relevant items to the website. Promote this coverage with members, including on the BDA's social media channels and in the membership magazine Dietetics Today.
- Manage and develop the BDA's press lists – keeping up to date with changes at key publications, looking regularly at the newspapers and supporting the identification of key topics for possible proactive PR activity.
- Support the Communications and PR Manager with proactive media outreach, building good relationships with journalists and pitching ideas to them.

**Member and corporate communications**

- Support member communications including the build and development of one-off emails, as well as the creation of the monthly membership newsletter, testing and analysing member engagement to optimise results.
- Work with teams across the BDA to ensure written content is in an appropriate format for the audience and provide expertise on best practice, deputising for the Communications and PR Manager when needed.
- Collaborate with digital colleagues and the editor of the membership magazine to ensure content is shared across BDA channels.
- Write articles, blogs and press releases for uploading on to the website. Seek out content from communications meetings and generally keep an ear to the ground to uncover interesting member news.
- Support with fact finding and gathering evidence-based information to support a range of communications projects and proactive PR opportunities.
- Work alongside the Communications and PR Manager to identify key topics for content development.
- Maintain and promote the BDA's awareness days calendar and regular share and promote this with the BDA's Specialist Groups and Branches to encourage their own content creation.
- Provide high level proofing and editing support for various written materials including emails, adverts and presentations.
- Work as part of the wider communications team to ensure campaigns and policies that the BDA supports are publicised and support colleagues with the creation of any supporting comments and statements.
- Lead our patient case studies development project, working with partners to find willing participants and identifying appropriate formats for this work (working with digital and design colleagues when required).
- Provide additional communications support as required including being part of the Dietitians Week development team.

**General**

- To be an effective member of the Membership, Marketing and Communications Team, contributing to team-wide developments and projects as they arise.
- To support the marketing and promotion of the BDA.
- To undertake any other duties as may from time to time be required.
- To comply with all relevant BDA policies and procedures.

**Role Dimensions****Impact on reputational risk**

- The role directly impacts on organisational reputation with the media, other organisations / agencies, the wider public / wider membership, internal and external stakeholders.
- This role will work closely with volunteer members, and will therefore be representing the BDA in a professional capacity with these contacts.

## Person Specification

Category	Essential	Desirable
Knowledge	<p>Educated to degree level or equivalent experience</p> <p>High standard of English both written and spoken</p> <p>Up-to-date knowledge of press and PR best practice</p> <p>Knowledge of Communications/Editorial</p> <p>Excellent knowledge of Microsoft Office (Word, Excel, PowerPoint etc.)</p> <p>Knowledge of websites and content management systems (CMS)</p>	<p>Relevant degree e.g. English, Media, Journalism</p> <p>Knowledge of the health sector</p> <p>Knowledge of social media best practice</p> <p>Knowledge of customer relationship management systems (CRM)</p>
Experience	<p>Experience of working in a press office and liaising with journalists, member volunteer spokespeople and external stakeholders</p> <p>Experience of writing impactful and creative press materials such as press releases, comment pieces, blogs and quotes</p> <p>Experience of writing and producing online content and email newsletters</p> <p>Experience of using own initiative</p> <p>Experience of working to tight deadlines</p> <p>Experience of producing information for different audiences</p>	<p>Experience in the health sector and/or in not-for-profit/membership organisations</p> <p>Commitment to one's own professional development</p>
Skills	<p>Demonstrable, excellent written and oral communication skills</p> <p>Ability to form and maintain strong working partnerships with internal and external stakeholders</p> <p>Skilled use of e-marketing software e.g. DotDigital</p> <p>Ability to communicate clearly and confidently in a variety of mediums</p> <p>Demonstrable, excellent editing and proofing skills</p> <p>Ability to demonstrate an organised and methodical approach</p> <p>Ability to work well within a team and wider setting</p> <p>Must have a 'can-do' attitude</p> <p>Excellent attention to detail</p> <p>The ability to be innovative in developing communications</p>	<p>Use of Adobe Creative Cloud software for video editing e.g. Premiere Pro</p>

**CHANGES:**

This is a description of the job as it is presently constituted. It is the practice of the British Dietetic Association to examine job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are being proposed. This will be conducted in consultation with you.

This job description is supported by annual objectives and performance standards to provide an indication of the level of performance expected from the role.

Signed by ..... Date .....  
Job holder

Signed by ..... Date .....