

## The British Dietetic Association Volunteer Role Descriptor PR Officer; CAMHS Sub Group

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### Aims and Objectives of the Group

#### Aims

- Develop and promote the professional specialism of CAMHS within dietetics.
- To provide an opportunity for CAMHS Dietitians to meet for supervision, support and to share clinical knowledge and expertise.
- To become the recognised BDA contact for discussion, debate consultation and training – speaking on behalf of CAMHS dietitians and the profession on issues that concern us.
- Represent a defined group of members - Dietitians working within Specialist Child and Adolescent Mental Health Services (CAMHS)

#### Objectives

- The group will meet twice a year and at these meetings provide networking, supervision and discussion on topical areas for CAMHS dietitians.
- Notice of the meetings, requests for agenda items, minutes of the meetings and associated material will be circulated to the membership prior to each meeting or as requested.
- The committee will link on a regular basis with the MHSG committee and the PR person for ED. A representative from the CAMHS subgroup /chair will attend the MHSG committee meetings to facilitate transparent communication and joint working.
- The group will link with BREDS the British Eating Disorders Society.
- PR will be an important aspect of the group's activities there will be a specific committee post for this role and the PR person will act on behalf of the group and represent the views of the members and the profession speaking publicly on issues that concern the group.
- The unique skills of a CAMHS dietitian will be promoted by the group and to facilitate this the committee will work to produce some specific guidance and training.
- The committee will, in addition to the suggested posts, ask for representation from the home nations, Scotland, N Ireland, England and Wales as it is acknowledged that there are variations in the political agenda and service provision across the different countries.
- The CAMHS Sub Group will produce a page of information which describes our role in more detail in keeping with the Dietitian Key Facts sheet.

## What the role has to offer

As the PR Officer, you will work closely with the committee to develop your sub group's online presence using different communication channels. You will communicate with BDA members, the public and stakeholders to promote your specialism, the work of the committee and the dietetic profession as a whole.

You will have the help of your committee to develop and create relevant content for the group's social media channels, the BDA website and the groups newsletter. Sharing your committee and group members work, events, resources and successes. This includes news relevant to the specialism.

You'll work with the committee to develop an overview of the strategic developments affecting the sub group from both within the BDA and externally to the profession. Using your knowledge and skills to represent sub group members interests, advocate for the specialism and the dietetic profession as a whole.

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 Volunteering Team and the BDA social media team who provide support and guidance.

Through this role 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 tasks and responsibilities

- Utilise relevant communication channels to communicate group activities and relevant content to members.
  - Encourage group members to communicate with the group via social media and the website forums, sharing best practice and relevant news.
  - Work closely with committee members to plan content, communicate live events and relevant resources.
  - 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 Communications 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.
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## Training, support and resources

As the PR Officer, you'll work closely with the Volunteering Team and the Communications Team who offer support, guidance and advice to the volunteer. Support for this role is offered by key committee members 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 volunteer.



- 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 hope that you will be able to stay in the role throughout this term. There is the option to extend for an additional two-year term. We hope that reasonable notice would be given if you are no longer able to fulfil this role, as we appreciate that circumstances can change.

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 regularly and can be attended virtually if required. There is a varying and flexible amount of work in between meetings which is dependent on the strategy, workplans and projects agreed to by the committee.

The sub group holds a minimum of one event for members a year which includes the Annual General Meeting. It is typical for the committee to attend these events.

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### Recruitment method

To apply for this role please submit a nomination form and a copy of your CV via <https://www.bda.uk.com/news-campaigns/get-involved/volunteers/volunteering-opportunities.html>

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 Roy Bustin at [r.bustin@bda.uk.com](mailto:r.bustin@bda.uk.com).

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