JD and Spec Template for BAPEN Executive: Communications Officer

Job Title: BAPEN Communications Officer
Reports to: BAPEN President and BAPEN Executive
Other regular relationships: BAPEN Exec, BAPEN Council, BAPEN Office, BAPEN agency for comms/PR/marketing, BAPEN agency for In Touch support, BAPEN Communications Associate Officer

Purpose of the role:
As the Communications Officer you will have the opportunity to develop and apply a variety of marketing skills. There is scope to shape BAPEN's communication activities and to try new approaches which helps to meet BAPEN's strategic objectives. This role enables you the chance to get involved in other aspects of the development and delivery of BAPEN's activities and projects. 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 from different disciplines and specialities, sharing knowledge and skills.

Main duties:
- Lead on and work with the PR/Communications/Marketing provider to support social media and other relevant comms activity as required, working with the other BAPEN core groups, committees, SiGs
- Work with and support the BAPEN Associate Communications Officer
- Oversee the annual report of PR/Communications activity for the Annual BAPEN Report
- Promote the role of BAPEN and relevant core groups and SIGs work and support delivery of BAPEN key strategies
- Editor of the BAPEN member eNewsletter 'In Touch' (4 editions a year)
- Be involved in the Annual Awareness Week of UKMAW which is a BAPEN and Malnutrition Task Force initiative
- Support BAPEN Programmes Committee to help with the promotion of BAPEN Annual Conference and associated social media activity, theme for BAPEN's conference stand working with both the BAPEN Secretariat and BAPEN's PR/Communications/Marketing provider
- Support the BAPEN website and creation of news items relevant for BAPEN
- To maintain good channels of communication with the public, the media and other health professionals in order to promote the work of BAPEN
- Inform BAPEN members of significant developments and public campaigns in the field of nutrition support and the work of BAPEN
- Attend and contribute to all meetings unless attendance is not possible due to exceptional circumstances
- Declare any conflicts of interest prior to BAPEN meetings in relation to the agenda
- Ensure declarations of interest are made annually as required

Expectations:
- This is a voluntary role with no payment
- Abide by all of BAPEN's policies and guidance. Of specific note for are:

    - Equality, Diversity and Inclusion Policy available at https://www.bapen.org.uk/pdfs/policies-and-procedures/bapen-edi-policy-2021.pdf
    - Declarations of Interests Policy available at https://www.bapen.org.uk/pdfs/policies-and-procedures/bapen-delaration-of-interests-policy-updated-october-2020.pdf
- Requests for agreement to travel and expenses will be made in writing to the relevant Executive Officer prior to any expenditure. Agreement will be made in writing. Expenditure will be reimbursed in accordance with BAPEN's Guidance on Expenses for Meetings and Conferences available at https://www.bapen.org.uk/pdfs/policies-and-procedures/expenses-entitlement-04-019.pdf

Eligibility to apply:

- A registered healthcare professional, a BAPEN member and member of one of BAPEN's core professional groups
- Conduct will reflect BAPEN's values of Listen, Lead, Share and Support and the ED&I policy
- Experience of working in a voluntary role
- Communications experience from other roles
- Being familiar with different media platforms

Tenure:

The position is for a 3-year term. On discussion with the relevant BAPEN Executive member and with mutual agreement this may be extended for another 1 tenure. Identification of a deputy to deputise and shadow the role for the last year of tenure is encouraged to provide resilience, succession planning and sustainability of the committee/group.

Time commitment:

This will vary but it is anticipated this might be on average 2-3 hours a week.

Benefits of undertaking the role:

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 from different disciplines and specialities, sharing knowledge and skills.

Process of application:

Expressions of interest will be asked from the membership through the Secretariat and BAPEN Communication Channels. Applications will be considered by the relevant Executive Officers.

Date template prepared: August 2024
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