

JD and Spec 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 Communications Associate Officer

Purpose of the role:

As Communications Officer you will use influencing and marketing skills to lead BAPEN's communication activities. Working closely with BAPEN's Board of Trustees, Executive committee, Council and marketing provider, there is scope to shape BAPEN's communication strategy and to try new approaches to help meet BAPEN's strategic objectives. As an Executive Member of BAPEN, 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, developing and implementing the BAPEN Communications strategy, working with the other BAPEN core groups, committees, SiGs
- Work with and support the BAPEN Associate Communications Officer
- Work with the BAPEN Treasurer as Project Lead for Communications
- Oversee the preparation of the Annual BAPEN Report, prepare a communications annual report and quarterly reports for Executive and Trustees meetings
- 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 BAPEN Connect (4 editions a year)
- Lead for BAPEN 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, BAPEN volunteers, the media and other health professionals in order to promote the work of BAPEN
- Work with external collaborators
- 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 BAPEN Executive and Council meetings unless attendance is not possible due to exceptional circumstances - Associate Communications Officer to deputise where possible
- 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-declaration-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.
- 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.

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: October 2026

Date for template review: October 2029