



JOB DESCRIPTION

Job title

Careers Speaker

Part time position: 3 days per week

Report to

Marketing Manager

Directorate

Business Services

Grade

TBC

Objectives of the job

- To develop and deliver engaging presentations to undergraduates and young dentists, providing compelling information about the dental profession, careers and regulation
- Recruit members to the organisation in line with BDA's recruitment strategy and operational plans.

Main duties and responsibilities

Student lectures

- Attend and speak at approximately 64 student lectures (years 1-4) throughout the university year (the peak period being September to May), promoting the benefits of membership and careers information
- Recruit students as members
- Manage all student lecture logistics, including organising and distributing any related marketing material, and managing expense claims
- Monitor activity and impact, and report performance back to colleagues
- Regularly review the content of the presentation's for relevance and work with the Marketing Manager to update accordingly.

Foundation Dentist visits

- Deliver onsite and offsite presentations to a range of Foundation Dental schemes (35 events in 2018-19)
- Speak confidently on the following topics:
 - Membership benefits
 - Career pathways



- Dental policy
- Regulations
- Monitoring in dentistry (amongst other topics)
- Provide timely feedback reports and metrics on the success of visits and any areas for improvement
- Promote the benefits of membership and recruit FD members
- Collate feedback forms, report performance and metrics back to internal clients.

Other

- Attend ad hoc student tradeshows
- Write content for advice pages where appropriate
- Attend British Dental Conference and Dentistry Show (May) to help on the stand and provide advice, focussing on young dentists
- Perform ad hoc duties as required

This role will require regular travel around the UK.

PERSON SPECIFICATION

The following skills and attributes are essential:

- Qualified UK-registered dentist
- Demonstrable experience within the NHS environment
- A good understanding of dental law and regulation
- Proven experience of speaking to peers with an ability to effectively communicate and influence a wide variety of stakeholders at all levels
- A passion for dentistry
- Car-owner and driver, an in possession of a UK driving license
- Autonomous and organised with the ability to work well as part of a team
- Strong interpersonal, written and verbal communication skills
- Good IT skills, specifically MS Office and contact management databases
- Excellent time management skills.

The following skills and attributes are desirable:

- Appreciation of the professional and political environment in which the BDA operates

March 2019