



ROLE DESCRIPTION

Role title

BDSA Communications Officer

Report to

BDSA President and BDA Student Committee Chair

Objectives of the role

The BDSA Communications officer is responsible for the management of all communication aspects of the BDSA. This ranges from managing social media accounts, to making sure BDA Student Rep contact details are kept up-to-date.

The BDSA Secretary has several responsibilities:

1. Sit on the BDSA Executive Committee
2. Sit on the Executive of the BDA Student Committee
3. Manage all communication for the BDSA.

The BDSA and BDA are separate organisations, however as a dual member of the BDSA and BDA Executive Committee, you have two roles: firstly as BDSA Communications Officer and secondly to sit on the BDA Student Committee Executive Board and carry out political work.

Main duties and responsibilities

- **Meeting attendance**
Attend all BDSA (morning) and BDA Student Committee (afternoon) meetings twice a year at the BDA, London. Assist the BDSA President in organising the meal for the BDSA Committee after the meetings and all necessary communications around this.

- **Attend the British Dental Conference and Dentistry Show**
 All members of the BDSA Executive Committee attend this event to meet with the BDA Chief Executive, BDA Chair of Board (PEC) and BDA President to discuss dental students' issues and needs. The meeting is usually held on the Saturday over lunch. Travel expenses are covered by the BDSA. bda.org/conference
- **Social media**
 Updating the BDSA Facebook page with the latest BDSA and BDA news and information. This can also include responding promptly to enquiries/facebook messages from companies and overseas organisations.
- **Emails on behalf of BDSA and BDA**
 Promptly respond to emails from organisations and companies. Regular emails to BDA Student Representatives to keep them up to date with executive's plans and work. Forwarding emails from other companies/organisations to the representatives with the BDSA President's permission.
- **Maintaining an up-to-date contact list**
 The excel spreadsheet of BDA Student Representative and Dental Society Presidents/Vice Presidents contact details should to be kept updated and shared with Laura Assassa (BDA Student Marketing Manager) and the BDSA President.
- **Staying up-to-date and promoting BDSA and BDA events**
 Via social media and emails to the representatives. Assisting the Conference Organiser and Sports Day Organiser in their communications with BDA reps around BDSA Sports Weekend and BDSA Conference.
- **Produce reports on BDSA Sports Weekend and BDSA Conference**
 Small summary reports of these events will be published in the BDJ Student Magazine.
- **Create online profile for the BDSA webpage**
 Write a 200-word profile and provide a headshot picture for the BDSA webpages: bda.org/bdsa
- **Handover**
 At the end of your term, arrange a handover phone call with the incoming BDSA Secretary. Ensure that all event documents: budgets, sponsor contact lists etc are saved in the BDSA Dropbox.
- **The BDSA Communications Officer also has the following responsibilities:**

 - Act as a BDA and BDSA school contact
 - Canvas opinions on matters discussed at BDA Student Committee and BDSA meetings
 - Publicise BDA and BDSA events
 - Approach the BDSA President or BDA about matters of student concern
 - Promote BDA membership.

PERSON SPECIFICATION

The following skills and attributes are desirable

- Experience in a role handling Social Media accounts or a role with a similar responsibility surrounding communication.
- Excellent personal organisation skills, including the ability to prioritise, plan, and work well with others to ensure communications/promotions are organised promptly and effectively.
- Excellent interpersonal, written and verbal communication skills. Confidence in ability to interact with people at all levels.
- Demonstrable experience of working as part of an effective team.
- Be passionate about the BDA and BDSA and ensure Dental Students in the UK are represented on a political level.

SELECTION PROCESS

- The BDSA Communications Officer is voted in at the Annual General Meeting which takes place at the BDSA Annual Conference (spring).
- To run for the position of BDSA Communications Officer, the student must have previously been a BDA Student Representative. The student must have also attended two or more BDSA/BDA Student Committee meetings.
- After election, the BDSA Communications Officer needs to be made admin of all social media pages and given access to the BDSA Executive Committee Gmail account.

March 2019