



ROLE DESCRIPTION

Role title

Student Social Media Representative

Report to

BDA Student Marketing Manager and BDA Social Media Officer

Objectives of the role

The Student Social Media Representative is responsible for generating new content to be uploaded on any of BDA's social channels: Instagram, Facebook, LinkedIn or Twitter.

This is an exciting new position to help raise the profile of the BDA and use social media to support UK dental students. It is a creative position in which students will have the opportunity to develop new content for BDA social media.

There are 16 positions available for this voluntary role – one per UK dental school. This is initially a 12-month position, however there is potential to continue at the end of the year, subject to BDA approval.

Main duties and responsibilities

- **Content ideas**
Generate new ideas for content. This should be topics other dental students will find useful or interesting. It may range from fun social media 'takeovers' representing your dental school, or more serious political / careers / educational content. Social media content should incorporate text, images and film.
- **Social media**
Create new two social media posts per month. Submit to the BDA Social Media Officer who will assess each post and upload to BDA social media channels if suitable.

PERSON SPECIFICATION

The following skills and attributes are essential

- A BDA student member.
- A social media enthusiast with experience in handling social media accounts.
- Be passionate about the BDA and BDSA.
- Excellent personal organisation skills, including the ability to prioritise, plan and work well with others to ensure communications are organised promptly and effectively.
- Excellent written and verbal communication skills.

SELECTION PROCESS

- Candidates should submit their application by email to laura.assassa@bda.org before 31 May 2019.
- Applications should contain the following:
 - Full name, dental school, phone number and year of study in September 2019.
 - A short written statement containing ideas about content the candidate would like to post on BDA social media channels.
 - Links to the candidate's public social media profiles.
 - A sample post: attach a photo/image and add a caption.
- Candidates will then be short listed and invited to a short, informal interview, conducted over Facetime/Skype.
- 16 positions will be allocated – one for every UK dental school.

TIMESCALES

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| • 31 May 2019 | Deadline for applications |
| • June 2019 | Interviews |
| • July - August 2019 | Content ideas developed and created |
| • September onwards | New content rolled out across BDA social media channels |