

The British Dietetic Association volunteer committee position – Communications Officer

Role: Communications Officer, Parenteral and Enteral Nutrition Specialist Group

Aim of the Group

- To support and develop UK high quality evidence based dietetic practice within oral, enteral and parenteral nutrition support.
- To provide up to date evidence based information on methods of nutritional support.
- To encourage and enable continued educational development of the Dietetic profession, healthcare colleagues and our membership.
- To promote the benefits of the dietitian's role working in the field of nutrition support in all care settings.
- To provide clear and easy to understand evidence based information to dietitians, patients, other health care providers and the media/public.
- To ensure the financial security and sustainability of PENG.

PENG objectives

- To produce and update as required evidence based practice guidance documents (clinical guidelines, professional consensus statements, position statements) in nutrition support including oral enteral and parenteral for the identification treatment and prevention of disease related malnutrition in both primary and secondary care, through a networked membership and Clinical Leads. Initiation and coordination will be with the Clinical Quality Policy Officer of the BDA to ensure high quality production, with development through PEN (Practice based Evidence in Nutrition).
- To provide high quality, clear and balanced, evidence based dietetic and patient resources (e.g. diet sheets, food fact sheets, patient treatment pathways) to facilitate the implementation of our evidence based professional guidelines. We aim to produce BDA resources for patients, dietitians and the public at minimal pricing, supporting widest possible usage within NHS and UK private clinical practice, co-ordinating with relevant charities and any other organisations where possible e.g. BAPEN, BSG, NNNG, PINNT, BSNA, Carers UK. To work continuously to raise the profile of dietitians working in nutrition support.
- To facilitate learning by holding regular study days including Masters level course.
- To promote dietetic involvement in research and audit.
- To encourage good working relationships with other health care providers to enhance our knowledge, understanding and professionalism.
- To share experiences and provide a channel for communication and networking between dietitians working in other BDA specialist groups particularly where there is overlap or opportunities for collaboration e.g. Gastroenterology, Older People, Food Counts, Public Health, PDSG, Paediatric group and Critical Care group.
- To provide support and mentorship to dietitians working in the field of nutrition support.

What this post has to offer

As the Communications Officer you will have the opportunity to develop and apply a variety of marketing skills. There is significant scope to shape your individual role and group activities offer the flexibility to try new approaches. You will have the chance to get involved in other aspects of the development and delivery of events 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 across your speciality, sharing knowledge and skills.

Main tasks/responsibilities

- To prepare and collate communication and correspondence with PENG members through the various channels including e-PENlines, emails alerts and networks
- Be responsible for identifying opportunities for developing the role of PENG through external activities i.e. presence at key conferences, writing copy for professional and consumer articles etc.
- Identify ways of promoting the unique role of the dietitian in nutrition support
- To maintain good channels of communication with the public, the media and other health professionals in order to promote the work of PENG.
- To inform PENG members of significant developments and public campaigns in the field of nutrition support.
- To encourage PENG members to undertake PR work and to organise PR training when asked.
- To liaise with the PR committee of the BDA, and to report regularly to the committee.
- To support PENG members undertaking media activity.
- To produce press releases on behalf of PENG in conjunction with the BDA and BAPEN.

Level of commitment

Committee meetings are held up to 6 times a year, plus a varying and flexible amount of work in between these meetings. The PENG aims to hold 2 study days for members per year, of which one of these will include the Annual General Meeting and is usually integrated within the Annual BAPEN meeting. The Communications Officer is elected to the role for a two year term of office and should serve no more than two consecutive terms of office. However you can give reasonable notice to end your volunteering if you are no longer able to fulfil your role.

Main times of volunteering

Committee meetings are usually held on weekdays, evenings and when possible are attached to other meetings e.g. BAPEN, PENG clinical update meeting to minimise costs and can be arranged by teleconference, if required. To meet with AGM requirements PENG events usually take place during late Autumn as part of BAPEN or as a stand-alone day depending on needs to group and membership.

Training and support offered

- The BDA has a designated member of staff supporting Groups and Branches in the delivery of their work. Individualised support can be offered to suit the member.
- Group Handbook, templates and resources.
- Individual induction, handover and training at convenient location and time for you.
- Participation at the Groups and Branches networking day (held once a year).

Recruitment process and how to apply

For an informal chat email Kate Hall the current chair or any current member of the PENG committee. If you would like to apply for the role, please complete a nomination form and return to peng@bda.uk.com by 8th November 2019. All nominations should be proposed by a full member of the PENG and seconded by 1 other BDA member. Where two or more nominations are given for one position, an electronic vote will be held prior to the AGM.