

## **BASL Communications and Website Lead**

### **Membership**

The Communications and Website Lead is elected by the membership to serve for a period of up to three years and may be re-elected once.

The successful applicant will be expected to attend and contribute to the 1 face-to-face and 3 web-based committee meetings each year, and to the work of the committee for BASL.

The Communications and Website Lead will be registered at Companies House in the UK as a Director of BASL and registered with the Charities Commission as a Trustee.

An outline of the role follows for which the following attributes are preferred:

1. Good working knowledge of 'X' and other social media platforms is desirable.
2. Good communication, organisational and team leading skills are essential and can be developed over time.

In addition to their role on the Governing Board, the post holder will work closely with the officers, committee, working groups and secretariat to promote BASL events, newsletter content and other communications relevant to the membership, improve our social media presence and use social media effectively to raise the profile of our association. They will work with the BASL Secretariat on any website upgrades and with developing the BASL members' portal.

This role allows the postholder to be influential in the development of our association, and engages with the whole membership.

### **Role and Responsibilities**

1. To work with the BASL Secretariat on any website upgrades and with developing the BASL members' portal. They will review the website functioning and structure twice yearly with the secretariat to keep the website fresh and up to date and easily accessible.
2. BASL would like to develop a *Linked In* profile and would like the post holder to work on this and assist the secretariat in maintaining that.
3. The postholder will maintain a Comms Team of up to 10 members as communicators and social media ambassadors to deliver the communications work. This working group will continue to be developed in line with BASL's Equality, Diversity and Inclusiveness policy to ensure communications have as wide a reach into the membership as possible and will continue to develop a working relationship to ensure posts etc. are co-ordinated and timely.
4. The Comms Team will keep up to date a BASL Communications Policy and strategy for increasing BASL's reach and profile.
5. An exciting period for the postholder and the Comms Team will be in the run-up to and during the Annual Meeting as they will co-ordinate communications and have an input into organising well-being events including a charity run and walk in support of the British Liver Trust.

6. The postholder will feedback to committee on website and social media activity metrics, and any communication successes as well as ideas for consideration by committee.

BASL is committed to promoting equality, diversity and inclusion in all aspects of its work. It is actively promoting equal opportunities and access for all our members regardless of their background. We would, therefore, encourage you to consider joining the BASL committee to help to shape the future of BASL and increase our inclusivity/inclusiveness.