

BASL Communications and Website Lead - Role and Responsibilities – over the next 12 months

The postholder will 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.

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.

The postholder will develop and maintain a Comms Team of up to 10 members as communicators and social media ambassadors to deliver the communications work. This working group will 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 develop a working relationship to ensure tweets etc. are co-ordinated and timely.

The newly formed Comms Team will write a BASL Communications Policy and a strategy for increasing BASL's reach and profile. It might, for example, include members of BLTG, BLNA, BHPG, BAAL and BASL'S Trainee Sub-committee.

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 sit on the BASL Annual Meeting Planning Committee, co-ordinate communications and be responsible for organising well-being events including a charity run and walk in support of the British Liver Trust.

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.