The British Geriatrics Society

Deputy Digital Media Editor

Role Description

Introduction

The BGS is seeking a BGS member to take on the honorary position of Deputy Digital Media Editor.

The role will offer support Digital Media Editor, Dr Shane O’Hanlon until November 2017. Our intention is that the person appointed Deputy will then take over as Digital Media Editor from November 2017 and serve in that post for 2 – 3 years ¹.

The position is honorary/unpaid, but travel and other reasonable out of pocket expenses will be reimbursed. Although unremunerated, the post may bring rewards aplenty on your CV, in your annual appraisal etc. You will be helping to share experience, ideas and learning with fellow members and the outside world.

This new post of Deputy Digital Media Editor is advertised during our busiest year ever for Digital Media at the BGS:

• The BGS blog (britishgeriatricssociety.wordpress.com), established in February 2013, has received over 76,505 visits from 148 countries during the year so far, and regularly receives over 600 visitors per day. It posts up to three times per week and presents a variety of content, ranging from personal reflections on clinical practice, to medical education resources, policy documents and summaries of important articles from Age and Ageing. It now represents an important cornerstone of the BGS’s media strategy and is involved in roll-out of any new initiative, strategy or guideline. The blog responds rapidly to emerging issues but we have also been able to build-up a bank of 2 months’ worth of time non-critical articles, so that a steady stream of media is maintained.

• The BGS has also increased its Twitter profile massively, with 8,777 followers for @gerisoc and 6,733 followers for @age_and_ageing and these accounts having Klout social authority scores of 59 and 52 respectively. When used as a comparator of our performance on Twitter compared against peer-organisations, these reflect very successful use of the medium from a standing start in 2012. Most importantly, a community of “gerontological twitterati” has started to cluster round the BGS accounts. At the BGS Spring Meeting there were 865 active

¹ This is likely but not guaranteed; the BGS Policy & Communications Committee would need to agree to nominate the Deputy post-holder to become the Digital Media Editor, and the Age & Ageing Editorial Board would need to approve.

The Digital Media Editor (but not the Deputy) sits as a member of the Age & Ageing Editorial Board and the BGS Policy & Communications Committee.
twitter accounts, with the #BGSconf hashtag receiving 11.15 million impressions (potential audience reach of all Tweets).

- The society has started to explore new avenues in social media including more careful cultivation of our Wikipedia presence and Google profile. We now have an active presence on Linkedin and our group Geriatrics & Gerontology has 1,258 members. A subgroup of staff and officers are developing a plan for making e-learning resources available.

**Outline of role**
The Deputy Digital Media Editor will support and deputise for the Digital Media Editor in taking executive responsibility for the content of the BGS blog, Twitter accounts and other digital media streams. S/he will help the Digital Media Editor to support and stimulate relevant staff members (predominantly the Communications, PR & Media Manager and Editorial Manager of Age and Ageing, but with other input, as required, from other staff) with regard to their social media activities.

At a practical level this will involve:

- As assigned by the Digital Media Editor, reading and editing a proportion of blog content prior to posting.
- Acting as a second ‘authoriser’ for digital content to go live, available to staff to contact when the Digital Media Editor is unavailable
- Moderating comments to the BGS blog – dealing with inappropriate posts on an ad hoc basis.
- Actively commissioning new content for the blog which is cogent to the BGS strategy.
- Following the @gerisoc and @age_and_ageing Twitter accounts, which are managed by the office staff at Marjory Warren House. Advising of any inappropriate content, retweeting judiciously from these accounts to build social authority.
- Continuing to build the network of “BGS twitterati”, through use of Twitter and by co-ordinating “tweet-ups” at BGS conferences.
- Working with the BGS Chief Executive and Communications, PR & Media Manager to decide the society’s approach to Facebook.
- Sharing with the Digital Media Editor responsibility for reporting to the BGS Policy & Communications Committee at scheduled meetings.

**Support for the role**
Mentorship will be provided by the Digital Media Editor, Dr Shane O’Hanlon. BGS’s Communications, PR & Media Manager (Marina Mello) and Age and Ageing Editorial Manager (Katy Ladbrook) work closely with both the Digital Media Editor and the Deputy on the day-to-day running of the media.

All reasonable travel expenses will be reimbursed by the BGS.
### Person specification

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<th>Essential</th>
<th>Desirable</th>
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<td>• Current member of The British Geriatrics Society.</td>
<td>• Active contributions to blogging over past year.</td>
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<td>• Can commit the necessary time and energy for the role of Deputy Digital Media Editor to November 2017, and Digital Media Editor for 2 – 3 years thereafter 4</td>
<td>• Active Facebook presence.</td>
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<td>• Enthusiasm to succeed in the role.</td>
<td>• Experience of developing e-learning resources.</td>
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<td>• Accessible to staff – a quick responder.</td>
<td>• Active presence on Linkedin.</td>
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<td>• Computer-literate and working knowledge of social media.</td>
<td>• Knowledge of current BGS strategy and a feel for where digital media fits within this.</td>
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<td>• Access to computer and internet.</td>
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<td>• Active Twitter presence.</td>
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<td>• Experience of using WordPress blog publishing platform, or willingness to acquire working knowledge</td>
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### How to proceed

Members interested in taking on the role can discuss specifics with the Digital Media Editor, Dr Shane O’Hanlon ([sohanlon@gmail.com](mailto:sohanlon@gmail.com)). Applications should be by email with an up-to-date curriculum vitae highlighting essential and desirable criteria from the person specification. They should be submitted to [aa@bgs.org.uk](mailto:aa@bgs.org.uk) no later than **Monday 31 October 2016 at 12 noon**.

After shortlisting, interviews will take place in November 2016.