



**Culinary Medicine UK CIC**  
**Social Media Officer Job Description**  
**Recruitment**

Job Brief

We are looking for a driven UK Health Care Professional or Student with an interest in nutrition and its role in healthcare. The individual will be skilled in using social media to interact with followers of Culinary Medicine UK (CMUK) and target virtual communities and potential followers. They will also have experience using social media strategies to plan and prepare content.

The Role

This is a paid freelance role to work alongside the current CMUK social media Officer to co-prepare and plan promotional content demonstrating the message and ethos behind CMUK on social media channels including Instagram, Twitter, Facebook, and LinkedIn. The role is to support the CMUK Team in delivering key information about current courses, events, and promotional activities, and disseminate the latest evidence-based nutrition information and research. This will include maintaining and managing CMUK's social media pages, and utilising social media strategy to plan content to engage followers and highlight the organisation's ongoing work. The ideal candidate will have experience of leading social media campaigns and a strategic mindset. The successful candidate will be supported by the CMUK leadership team.

What does a Social Media Officer do?

The post holder must understand how each social media channel works (instagram, twitter, linkedin, facebook) and be able to optimise and plan content so that it is streamlined with the organisation's ethos and engaging to followers and key organisations. They must use a sound knowledge base and be able to critically appraise and summarise nutrition literature and news into bite-sized information for posts for followers. The post holder will be involved with putting together newsletters to subscribers. They will be responsible for planning content in line with upcoming CMUK events and promoting courses to provide information to current and prospective followers through public posts, and directing relevant messages to designated members of the CMUK Team.

Responsibilities

- Utilise skills in social media strategy to, where necessary, plan and create marketing and promotional content with approval by designated members of the CMUK Team

- Optimise CMUK pages within each social media platform to increase the visibility of the organisation's social content
- Generate, edit, publish and share content (original text, images, video or HTML) that builds meaningful connections and engages the CMUK community members regarding the organisation's journey and relevant news about nutrition throughout the month
- Moderate all user-generated comments in line with the moderation policy #
- Collaborate, where required, with other organisations affiliated with CMUK to promote messages, identify key players and coordinate actions on channels
- To be a main point of contact for social media queries alongside the current Social Media Officer
- Become an advocate for the organisation's social media spaces

#### Essential Requirements

- Working experience and knowledge of how to use social media channels, with desired experience of using social media for promotional/marketing purposes within the nutrition/medical space
- Excellent communication skills in writing, editing (photo/video/text) and presentation
- Positive attitude, detail orientated and good time management and organisational skills
- Either working within, or undertaking training or research in healthcare sciences e.g. Nutrition or Dietetics, Medicine, Nursing or Allied Health Professions
- Based in the UK
- Fluency in English

#### Desirable Requirements

- London based
- Experience with newsletter writing (mailchimp or similar platforms)
- Flexibility and willingness to travel to ad hoc meetings and provide social media coverage at designated events

#### Post details

- Flexible working hours which varies according to the organisation's activities, on average 3 hours per week

#### How to apply - by email: [info@culinarymedicineuk.org](mailto:info@culinarymedicineuk.org)

- Please send a copy of your CV to our team with 'CMUK social media officer application' in the subject and answer the following 2 questions:
  - Why are you applying for the role of Social Media Officer with Culinary Medicine UK? (Upto 250 words)
  - Why is nutrition education important for health professionals? (Upto 250 words)

#### **DEADLINE FOR SUBMISSION: Friday 30th December 2022 at 5pm**

Shortlisted candidates will be notified by email by Friday 14th January 2022 with an online interview to follow (TBC: Saturday 4th February 2022)