

BJS Society (BJSS) – Social Media Lead

Current position

BJS Society (BJSS) consists of two scientific surgical journals, BJS and BJS Open, and BJS Academy (www.bjsacademy.com), a charitably funded educational website designed to add value to the journals. Both journals and the Academy have a well-established social media presence on Twitter, and a footprint on other social media outlets. In addition, each has individual leads who champion social media activities within their sphere.

Aim

BJSS aims to establish a new social media post to join the existing teams, and to coordinate social media activity across both BJS journals and the Academy. The aim is to provide leadership across all BJSS activities.

Responsibilities

- (i) Establish a social media calendar with coordination of social media posts from BJS, BJS open and BJS Academy;
- (ii) manage the Cutting Edge Blog section of BJS Academy;
- (iii) focus on extending the profile of BJSS, including the appointment and management of BJS Academy Ambassadors;
- (iv) monitor followers and follow back relevant accounts;
- (v) monitor analytics and analyse changes, providing regular reports;
- (vi) be responsible for the social media strategy across BJSS activities, including increasing the profile on Twitter, but also extending the profile across other social media;
- (vii) Be involved in the integration of social media activity with an overall communications plan.

Person specification

The appointee should have surgical training and extensive experience in social media with a substantial online profile. They should have a wide range of contacts within surgery and a pedigree in scientific writing in journals and across various social media.

They should be willing to attend online and in-person meetings when required and feasible.

Structure

The appointee will be embedded within BJSS existing committee structures, and be in regular contact with the editors in chief of BJS and BJS Open, and the Academy lead. Direct responsibility will be to Academy Chair, and the BJSS Executive.

Remuneration

The activity required to undertake this role is expected to take around 8 to 10 hours per week and will be remunerated initially at £10,000/annum (or euros equivalent).

Outputs

Measurable outputs include BJS Academy metrics, in particular the profile of the Cutting Edge Blog, Academy membership, followers on Twitter, and the successful appointment of Academy Ambassadors.

Tenure

The initial contract is for six months, after which there will be a formal review of performance and remuneration, after which it is expected a longer term contract will be offered.

Process

Submission of an application is done via the application [form](#) including a brief CV before Friday 31 March 2023. Virtual interviews of potential candidates will occur in early April, with the expectation the post will start on Monday 1 May 2023.

Jonothan Earnshaw, Director BJS Academy