

British Sleep Society – Deputy Communications

Lead

The BSS Deputy Communications Lead is responsible for jointly running the Communications Subcommittee in collaboration with the Communications Lead. The Deputy Communications Lead answers to the Subcommittee Lead and, during the Chairs absence, to the BSS Executive Committee and officers.



Main roles:

- To work with the chair of the committee to coordinate, organise, manage and initiate communication activities of the BSS in alignment with the BSS strategic vision and engagement priorities (see below).
- Core involvement in organisation of all communications activities of the Society, raising awareness of the BSS, BSS activities (e.g., conferences and other events) and liaising with BSS Admin team and Executive Committee.

Portfolio of activities includes:

- Producing the biennial newsletter 'The Hoot'
- Promoting BSS events and activities including BSS Biennial Scientific Congress (biennially; next in March 2023)
- Responding to media enquiries
- Maintaining and develop a presence on social media (including twitter)
- Continue to grow our dialogue with members, external stakeholders and the public.
- Attend and contribute to meetings of the Communications Subcommittee as required (4-6 meetings per year, dependent on current activities).
- 2 x a year in advance of the Hoot
- April and Oct
- Ad hoc as needed
- Attend BSS Executive Committee meetings (bimonthly) when deputising for the Lead and contribute to feedback on behalf of the Communications Subcommittee.
- Facilitation of communication activities including promoting events, including chairing sessions, networking with attendees and sponsors, presenting at (A)GM and supporting the BSS Admin team.
- Representation of the BSS at meetings, webinars, courses and other events.
- Identifying opportunities for new communication activities to support the mission and aims of the BSS.

Essential skills/experience:

- Excellent communication and networking skills.
- Excellent organisational and teamworking skills.
- Current British Sleep Society member in good standing.
- Commitment to attend online and face-to-face (sub)committee meetings throughout tenure.
- Long-term vision of communications strategy commitment to excellence in the field of Sleep/Sleep Medicine.
- Good/outstanding English (written / spoken)
- Active on social media
- Keen interest in promoting professional, public and stakeholder engagement

Desirable skills/experience:

- Experience in a range of methods of communications.
- Appropriate sleep professional experience.
- Experience of promoting educational courses, conferences and meetings.
- Experience of media engagement

Our Mission & Vision

Our Mission statement sets out who we are as an organisation and what we do. Our Vision statement explains what we seek to achieve together over the next five years. Together these statements define our purpose and outlook (Figure 2).



Figure 2 – Our Mission and Vision

Our Strategic Priorities

Our Strategic Priorities define the way the British Sleep Society will operate. They serve as a focus for the way we will organise our activities. Our priorities are (Figure 4):

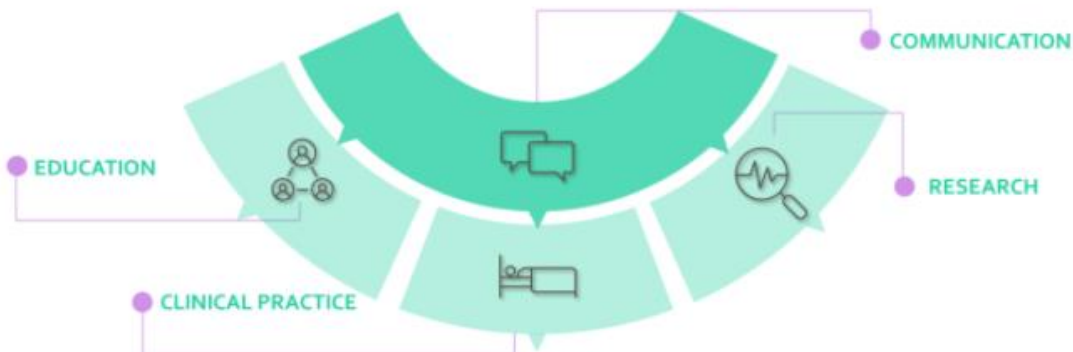


Figure 4 – Our Strategic Priorities

Communication

To ensure that we have a diverse, engaged, and vibrant community we must be able to communicate our Vision. We need to find ways to build dialogue with our members, as well as with external stakeholders and members of the public. The way we work together is our strength, and this overarching theme cuts across all that we do.

<https://www.sleepsociety.org.uk/bss-strategy/>