



Application to join the Emergency Medicine Trainees' Association (EMTA)

Social Media Officer - Executive Member of EMTA Committee

Job Description

We are looking for a motivated EM Trainee to join the Emergency Medicine Trainees' Association Committee as EMTA Social Media Officer. This is an executive role which means there will be the opportunity to provide cross-cover to other RCEM committees and get involved in projects such as the EMTA Survey and the EMTA Conference.

The role is one of both leadership and delivery.

The successful applicant will provide leadership on EMTAs social media practices and policy. They will work with RCEM and RCEM events towards a strategic and sustainable plan for member engagement through social media. They will also work closely with the EMTA website lead to keep content up to date.

The successful applicant will plan and produce, with the help of the wider EMTA committee and the RCEM communications team content for social media.

The successful applicant will work with and aim to develop the EMTA Social Media Policy which is summarised below.

EMTA Social Media Policy

1. Current position.

Presence on social media platforms Twitter (4500 followers) and Facebook (3000 followers.) Posts on an ad-hoc basis by a few members of the committee. Original posts for EMTA events/recruitment rounds, retweets and reposts of posts from others including RCEM accounts.

2. Aim of social media presence.

Objectives:

- Engage with and promote the accomplishments of EM trainees.
- Demonstrate (and celebrate!) EMTA activity.
- Interact with potential collaborators.
- Stream interest to the EMTA website, Tell EMTA button and Glide App.

3. Potential EMTA Campaigns.

- Introduction of committee members and spotlight on activities – initial posts introducing each member of the committee and their role, followed by posts when attending meetings/events. Potential “take over” events.
- Recruitment – wider reach, more applicants, easier to fill posts.
- Spotlight on survey findings/call to action.
- Spotlight on Committees/subcommittees
- Link up with #RespectED

4. EMTA Events

- EMTA conference 2022 –
 - Pre-event speaker profiles / short clips, committee member snapshots,
 - During event - dedicated behind the scenes Q&As, green room interviews. Live stream of social media hashtag on main screens during the break, Interactive Q&As, blackpool bingo, prize for most social media interactions
 - After event – feedback, top 10 learning points, event word cloud.

5. More Platforms

Consider expansion to Instagram (+/- TicTok) ahead of EMTA 2022, depending on success of new campaigns, the availability of social media officer.

6. Collaboration

Increased social media presence could also be improved with collaborations with other accounts with similar interests. This is done regularly and successfully by several medical education accounts (ASME and their subgroups) which could improve reach and provide enhancement to our events/outputs.

Role Description

As a trainee representative, you will provide insight into the trainee perspective on matters arising, maintain vigilance for policy which may have adverse outcomes to trainees generally or minority trainee sub-groups (e.g. LTFT, dual trained, protected characteristics) and advocate for changes which can improve the quality and equitability of training delivery in the UK. Primarily you should be able to give input from trainees collectively and then from your own perspective. The candidate would also be expected to summarise discussions and communicate to the EMTA Committee, regional representatives and wider cohort of trainees.

The successful applicant would hold additional responsibilities within EMTA, as a full committee member, including attendance at 3 EMTA meetings per year. There are multiple and varied opportunities to use and develop your specific skill set around your areas of interest and areas of development you wish to pursue. Candidates are requested to specify if they hold any other interests or skills pertinent to the functioning of EMTA.

The candidate would be expected to abide by the EMTA and RCEM Codes of Conduct, including the requirement to maintain regular communication with the EMTA Committee and be responsive to requests and feedback. Additional roles and responsibilities to best utilise areas of the applicant's interest will be discussed on an individual basis with successful applicants.

The work commitment would be expected to average out to approximately 1-2 hours per week. As per RCEM Guidance, departments would be expected to support formal commitments via Professional Leave. The post is honorary. Reasonable expenses for travel and subsistence will be payable in accordance with College policy.

Person Specification

- The applicant must be an Emergency Medicine Trainee currently holding a Dean's Reference Number (for ACCS-EM trainees) or National Training Number (for run-through or HSTs)
- The applicant may be in training or Out of Programme
- Applicant should demonstrate their suitability for the role through their written personal statement.

- The candidate will need to be able to demonstrate an ability to deliver professionally and enthusiastically in their role, meet deadlines and communicate effectively at all times
- We understand that the role of trainee representation can, at times, be onerous on an already stretched workload. We would request candidates are realistic about their abilities to take on any additional responsibility at present whilst warmly welcoming any of those who feel motivated by improving EM training to join us.
- The current application is for a 24-month term which would be reviewed together with the EMTA Chair with the potential to renew for a further 24 months

Application

Application is by a written personal statement not exceeding 400 words and a CV of no greater than two sides of A4. We would ask candidates to pay particular attention to the requirements, expectations and desirable characteristics expressed within this advert and take effort to highlight previous or current experience relevant to these. We would please ask candidates to clearly state their grade and expected CCT date and, if known, their career plans over the next 24 months.

Applications to: rcem@rcem.ac.uk

Closing date: 29th August 2022

Thank you very much in advance for your application,

Daniel Darbyshire
Chair, Emergency Medicine Trainees' Association