**GASOC Communications Representative**

The main responsibility of the Communications Rep is to engage with the GASOC membership and audience, including promoting GASOC activities and events across multiple platforms. The Communications Rep will work closely within the Communications team and the broader GASOC committee. It is a flexible and dynamic role requiring strong organisational skills and a creative streak. The role will involve managing social media channels, maintaining a consistent online presence and the use of graphic design tools for content creation.

### **Key Responsibilities:**

1. **Social Media Management:**
   * Share responsibilities with other team members for creating, scheduling, and posting content on **Twitter (X)** and **Instagram**.
   * Monitor and engage with audience interactions, ensuring timely responses to comments and messages.
   * Collaborate with the team to develop campaigns that align with GASOC’s mission and objectives.
   * Explore new platforms to engage audience.
2. **Newsletter and Email Campaigns:**
   * Assist in drafting, designing, and distributing newsletters using **Mailchimp**.
   * Maintain a regular communication schedule with subscribers, ensuring content is engaging and informative.
   * Proofread and ensure accuracy in all communications sent to the audience.
3. **Content Creation:**
   * Design and curate visual and written content that reflects GASOC’s values and initiatives.
   * Collaborate with the team to produce marketing materials for events and campaigns.
   * Ensure consistency in branding and tone across all platforms.
4. **Audience Growth and Engagement:**
   * Work with the team to analyse metrics for social media, emails, and newsletters to refine strategies.
   * Contribute ideas to grow GASOC’s online presence and community engagement.
   * Actively seek out opportunities to share GASOC’s work with relevant audiences.
5. **Coordination and Collaboration:**
   * Regularly liaise with other communications representatives to divide tasks and ensure balanced workloads.
   * Participate in team meetings to discuss strategies, share updates, and report on progress.
   * Support other GASOC initiatives as needed to enhance overall outreach efforts.

* **Website Updates:**
  + Ensure the GASOC website is up-to-date with relevant content, such as news articles, event updates, project information, and research outcomes.

### **Key Skills and Competencies:**

* Proficiency with social media platforms, including Twitter (X) and Instagram.
* Familiarity with email marketing tools such as Mailchimp.
* Excellent written and verbal communication skills with a strong attention to detail
* Creative thinking with an eye for engaging content and visuals.
* Excellent organizational skills.
* Good ability to work collaboratively in a team setting.
* Ability to work to deadlines.

### **Desirable:**

* Experience in web design and development
* Experience in digital marketing or communications.
* Basic graphic design skills (e.g., Canva or similar tools).
* Passion for global health and GASOC’s mission.

This role offers an exciting opportunity to play a key part in advancing GASOC’s impact while gaining experience in digital communications and global health advocacy.

**Essential:**

This post is open to a resident or specialty doctor from Surgery, Anaesthesia or Obstetrics and Gynaecology, or a foundation doctor with interests in these fields.