



National Sheep Association

Job Description for Digital Communications Officer

12month post

Responsible to:

Operations Director

Key relationships with:

NSA Communications Team, NSA Activities & Campaigns Officer, NSA Corporate Support Officer, NSA Membership Secretary, NSA Chief Executive and other staff at NSA HQ, as well as NSA regional and ram sales managers/secretaries.

Objective:

NSA is a membership charity supporting and promoting sheep farming in the UK. To further develop and carry out social media, e communications, and web based communications to members and potential members of the UK's leading membership association for sheep farmers and others working in the sheep farming sector. The role will expand on our existing social media and web based activities and support our Policy and Communications team by maximising e communications opportunities based on their work. It will also support our press work by building press statements from reports done by other staff.

Job role:-

- **Online and social media activity and campaigns**
 - Deliver NSA online presence, including generating and updating content across NSA websites and social media platforms.
 - Work with other NSA staff members to exploit online membership recruitment opportunities, including promotion of recruitment/data capture campaigns.
 - Support other NSA activities and campaigns through on line presence and promotion. These will be linked to membership (recruitment, data capture, Gift Aid etc) and policy areas (annual dog worrying campaign etc).
 - Work to agreed budgets relating to online presence.
 - Develop social media platforms.
 - Promotion of NSA events through social media and email campaigns.
 - Ensuring accurate promotional information and adverts are on web site and e news – optimising promotional opportunities.



Chief Executive: Phil Stocker
A company limited by Guarantee. Registered in England. Registration No. 37818.
Registered charity in England and Wales (249255) and in Scotland (SC042853)



National Sheep Association is an organisation which represents the views and interests of sheep producers throughout the UK.
NSA is funded by its membership of sheep farmers and its activities involve it in every aspect of the sheep industry.

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National Sheep Association

- Organising and developing webinar platforms and supporting the technical delivery of webinars and video clips
 - To input into and support staff on wider NSA technical IT systems.
- **Support for NSA regions.**
 - Work with NSA Operations Director and NSA Activities & Campaigns Officer to support NSA regions, specifically on maximising communications opportunities and ensuring a consistent approach to websites and social media.
- **NSA press activity**
 - Preparation of NSA press releases in partnership with NSA Communications Officer, plus distribution and promotion. Support of NSA relationships with press contacts.
- **Weekly Email Update**
 - Collation and distribution of NSA Weekly Email Update.
 - Maintain good links with NSA Corporate Support Officer on advertising sales.
- **Sheep Farmer**
 - Work with Sheep Farmer Team to secure space in magazine to communicate activities directly linked to job role and contribute that content in a timely fashion. Add new editions of magazine to the website in a timely fashion.

Other responsibilities

- Contribute to quarterly board reports.
- Be a part of the NSA team, providing support to other members of staff and contributing to the overall effort to recruit and retain members.
- Provide support for general office administration at NSA Head Office.
- Ensure NSA compliance with GDPR throughout tasks by working with the person responsible for GDPR at the NSA.
- Other duties as agreed.

Knowledge and Experience

- Educated to degree level; Bachelor's Degree in Marketing, Business or a related field.
- Experience of using website content management systems
- Knowledge of website best practice and what makes a high-quality user experience, including some knowledge/ experience of SEO
- The ability to manage and work on different projects simultaneously and plan your time effectively
- Confidence and ability to spot opportunities for improvements to the website and processes, and to pitch ideas for new solutions to existing issues
- Genuine interest, or previous experience, within agriculture and ideally sheep farming.
- Up to date IT skills including social media, web sites, e communications, Smart phone operation



- Understanding of social media and e communications within a business and membership situation
- Creative design skills
- Working in a fast-paced environment
- Previous marketing experience (desirable)
- Working with influencers (Desirable)
- Knowledge of tools such as Google Analytics (desirable)
- Proven project management (desirable)
- Experience of using team communication and management tools, such as Trello and MS Teams (desirable)

Personal qualities and skills:

- Innovative – ability to translate business requirements into exciting user experiences.
- Analytical – ability to interpret data and adjust your strategy based on analytics
- Organisational – planning and coordination of different activities, ability to work on own initiative, under pressure, meeting deadlines.
- A great team player – able to work and communicate well across a number of teams. Empathy with the values, aims and objectives of the NSA.
- Good interpersonal skills
- Self-motivated and a team player
- Solutions focused and innovative
- Strong attention to detail and ability to understand complex briefs
- A commitment to personal development
- Experience of working in a fast-paced environment
- Competent user of Microsoft Office suite
- Pro-active
- Creative and entrepreneurial approach to work
- Excellent visual, verbal and visual skills

Conditions of work:

- Full time role based on 37.5 hours per week (although flexible working would be considered for the right candidate)
- Normal office hours of 9am - 5.30pm, but with some evening and weekend activities
- Place of work The Sheep Centre, Malvern, with working from home available and with regular travelling
- Annual leave 28 days per annum including bank holidays
- Company pension scheme
- Salary in the region of £18,000-£20,000 depending on experience