



Opportunity for NSA Highland Sheep Event Assistant

NSA Scottish Region is looking for a self-employed contractor to offer support services for NSA Highland Sheep 2025. The contract will start this side of Christmas and last until the end of June, for the event happening on Wednesday 11th June

This is an exciting opportunity for someone passionate about the sheep industry and agricultural events to provide valuable services to NSA Scottish Region. It would suit someone with experience and enthusiasm for agricultural events, press and publicity, and some knowledge of the sheep sector.

The services required are to assist the NSA Highland Sheep Event Organiser and NSA Highland Sheep Organising Committee in delivering the hugely popular biennial NSA Highland Sheep event.

The contract will be to deliver the services detailed below for a set fee. These are to:-

- Provide support for the Event Organiser:-
 - Attend NSA Highland Sheep Organising Committee Meetings and write and circulate minutes.
 - Keep up to date with progress made by the Event Organiser, supporting where appropriate and delivering specific elements outlined below.
 - Ensure opportunities for the event are maximised via regular and effective communication with the Event Organiser, Event Chair, Regional Chair and Regional Committee.
- Promote the event:-
 - Market the event and all elements within it to encourage attendance and ensure a high profile of NSA Scottish Region / NSA Highland Sheep, taking information from the Event Organiser as details are confirmed. Promotion will include social media activity, press releases, a farm feature on the host farm, press enquiries and other suitable activity from late-2024 through to the day of the event.
 - Work with the Event Organiser to set up an event media partnership, and then deliver content.
 - Design event promotional materials and arrange printing where agreed within the budget.
 - Deliver social media content from the event, prioritising pre-agreed highlights.
 - Identify a suitable event photographer and, once approved by the committee, commission them for the day and ensure photographs are made available in a timely manner.
 - In the week after the event, maximise exposure of the event through press work, social media and online content. To include producing an event report for the website and NSA Sheep Farmer magazine, and adapting this to different outlets where requested.
 - Liaise with the NSA Communications Team at NSA Head Office.



Chief Executive: Phil Stocker
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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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- Add relevant content to the event website.
- Ensure commitments to event sponsors are delivered, either directly or by the Event Organiser.
- Once the number of seminars have been agreed (and workshops if they run), take suggestions from the Event Organising Committee and organise an attractive seminar programme that reflects the policy and technical priorities of the region. Contact and liaise with speakers and arrange all proceedings.
- Working with the Event Organiser, create an event timetable for promotional purposes. If agreed by the Event Organising Committee, organise and promote an Opening Ceremony.
- Working with the Event Organiser, ensure sponsors, stewards, press and other relevant people are invited to the event and offered hospitality on the day.
- Provide support at the event:-
 - Be at the event site for at least one day before the event, on the day and the day after, to deliver areas of work listed above and provide general assistance.
 - Manage hospitality on the day for sponsors, stewards, press and VIPs. Also manage requests and enquiries from the press, and brief NSA officeholders and event hosts before press interviews.
- Maximise opportunities for the event to retain existing NSA members in Scotland and recruit new ones.

To deliver these services, NSA Scottish Region anticipates the following skills to be needed.

- Excellent IT skills, including experience of basic Microsoft packages and Teams/Zoom.
- Excellent writing skills and, preferably, experience writing press releases.
- Experience of generating appealing social media content (Facebook and Instagram).
- Design experience, preferably using Canva.
- Experience with online content management systems (training can be provided if needed).
- Self-motivation and the ability to effectively communicate with the Event Organiser, Event Organising Committee and Regional Committee.

Application process. To be considered as a self-employed contractor to provide services as the NSA Highland Sheep Event Assistant, please send a covering letter and relevant information to Grace Reid, NSA Scottish Region Coordinator, at grace@nationalsheep.org.uk. Please also contact Grace for any additional information on 07787 142858.

****Please provide this information to Grace before 5pm on Thursday 21st November 2024****