



Communications & Marketing Manager (12-Month Fixed-Term Contract) job description

Contract: 12-month fixed-term

Hours: Full-time – 5 days per week (37.5 hours)

Location: NSA Head Office, Malvern, with hybrid working by agreement

Reporting to: NSA Chief Executive

Salary: £34,500

About the National Sheep Association (NSA)

The National Sheep Association (NSA) is a membership charity supporting and promoting sheep farming throughout the UK. NSA delivers national and regional projects, events and partnerships to support sheep farmers, influence best practice and strengthen the sector.

Purpose of the Role

To lead and deliver NSA's communications, marketing and content activities, ensuring effective engagement with members, stakeholders, sponsors and the wider sheep sector. The role will oversee the production of NSA publications, including Sheep Farmer magazine, whilst developing and delivering marketing campaigns that support membership growth, event attendance, commercial income and organisational objectives. This is a 12-month fixed-term position intended to provide continuity during a period of organisational review and strategic development.

Key relationships with: All NSA staff, NSA regional officeholders, regional managers, event organisers and ram sale officers, plus the agricultural and wider press.

Management responsibilities:

- The NSA Communications Manager is part of the NSA Management Team, which meets regularly to ensure effective internal communication and decision-making.
- The NSA Communications Manager is the line manager for the Digital Communications Officer, Scottish Region Activities Officer, and Technical Communications Officer.

Job role

Communications

- Lead NSA's communications activity across print, digital and social media channels.
- Develop and deliver communication plans supporting NSA projects, events and campaigns.
- Ensure consistent messaging and brand standards across all communications.
- Produce content for member communications, website updates, newsletters and media releases.
- Build and maintain positive relationships with industry media and external stakeholders.

Marketing

- Develop and implement marketing campaigns to promote NSA membership, events, projects and commercial activity.
- Identify opportunities to improve audience engagement, conversion and retention.
- Work closely with regional teams to support local marketing activity.



Chief Executive: Phil Stocker
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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.

your business your future

- Monitor marketing performance and provide recommendations for improvement.
- Support development of NSA's future marketing strategy and implementation plans.

Sheep Farmer Magazine

- Act as Editor of Sheep Farmer magazine.
- Plan and manage editorial content, production schedules and publication deadlines.
- Liaise with contributors, advertisers, designers and printers.
- Ensure content aligns with NSA priorities and member interests.
- Support development and future evolution of NSA's publications.

Digital Communications

- Oversee management and development of NSA's digital channels.
- Work with the Digital Communications Officer to maximise engagement and reach.
- Support website content planning and digital campaigns.
- Utilise analytics and reporting to drive improvements.

Membership & Events

- Support promotion of NSA membership recruitment and retention initiatives.
- Support marketing and communications activity for NSA events.
- Work alongside colleagues to maximise attendance, sponsorship and commercial opportunities.

Management Responsibilities

- Line manage the Digital Communications Officer, Scottish Region Activities Officer, and Technical Communications Officer.
- Support collaborative working across the Membership & Communications Team.
- Contribute to organisational planning and cross-team projects.

Person Specification

Experience

- Experience leading communications activity within an organisation.
- Experience planning and delivering marketing campaigns.
- Experience creating content across multiple communication channels.
- Experience managing publications, magazines or newsletters.
- Experience working with external stakeholders and media.

Knowledge & Skills

- Excellent written and verbal communication skills.
- Strong copywriting and editing skills.
- Agricultural or rural sector knowledge.
- Marketing planning and campaign management experience.
- Digital communications and social media expertise.
- Ability to manage multiple projects and deadlines simultaneously.
- Strong organisational and stakeholder management skills.

Personal Attributes

- Self-motivated and proactive.
- Creative and innovative thinker.
- Strong attention to detail.
- Able to work independently and collaboratively.
- Enthusiastic about supporting the UK sheep sector.

Desirable Criteria

- Membership organisation experience.
- Editorial or publishing experience.
- Experience using CRM, website and email marketing platforms.
- Experience analysing campaign performance and audience data.