



Scottish Region Activities Officer

Part-time permanent position from April 2025 paid by NSA Scottish Region.*

Responsible to: NSA Operations Director and NSA Scottish Region Chair.

Key relationships with: NSA Scottish Region officeholders, committee members, all NSA staff (but particularly the NSA Scottish Region Policy Officer, NSA Communications Manager and NSA Support & Activities Officer), NSA Scot/Highland Sheep organising committees and event hosts.

Objective: NSA is a membership charity supporting and promoting sheep farming in the UK. This role is to organise activities, events and communications for NSA Scottish Region, both to raise and maintain the profile of the association for the purposes of membership recruitment and retention, and to generate an income. Activities and events will be within a 24-month calendar catering for sheep farmers of all types within the whole of Scotland.

Job role

- **Communications**
 - Work with the NSA Communications Manager to ensure regular and appropriate content in the NSA Sheep Farmer magazine and NSA Weekly Email Update.
 - Work with the NSA Communications Manager to produce and deliver the NSA Scottish Region newsletter, and with the NSA Digital Communications Manager to ensure the NSA Scottish Region website is regularly updated and social media accounts are active.
 - Work with the NSA Communications Manager to ensure regular and appropriate press releases about activities in NSA Scottish Region. Develop and support relationships with key individuals in the Scottish press.
- **Events**
 - Organise the biennial NSA Scot Sheep and NSA Highland Sheep, with the objective of: providing market-leading business-to-business events that provide a service to sheep farmers in Scotland and companies/organisations servicing those farmers; raising the profile of NSA Scottish Region; and maximising the profit made across both events as the main annual income to fund regional running costs. Identify areas and times when support is needed for the event organisation and work with a self-employed contractor to ensure they deliver that support. Work with the NSA Scottish Region Policy Officer to ensure key policy topics are integrated where appropriate (e.g. into seminars and workshops).
 - Organise the annual NSA Sheep Centre at the Royal Highland Show, with the objective of: providing an engaging space for visiting sheep farmers and the general public; providing a service for companies/organisations able to exhibit in their own right; raising the profile of NSA Scottish Region; and making a small profit to contribute to regional running costs.
 - Organise the Lamb for St Andrew's Day annual dinner, with the objective of: promoting the concept of eating lamb on St Andrew's Day; providing a social event for NSA members and guests; raising the profile of NSA Scottish Region; and making a small profit to contribute to regional running costs.
 - Ensure the successful delivery of a regional Next Generation Shepherd Competition, either within NSA Scot Sheep and/or NSA Highland Sheep or as a separate event.



Chief Executive: Phil Stocker
A company limited by Guarantee. Registered in England. Registration No: 37838.
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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- **Other activities**
 - Drawing support from the NSA Support & Activities Officer where appropriate, organise farm walks, workshops, joint industry meetings etc to complement the larger events running over a 24-month period. This does not include standard regional committee meetings (these are organised by the NSA Scottish Region Policy Officer) but does include the Annual Regional Members' Meeting.
 - Support NSA Next Generation activity organised by NSA Head Office, including by ensuring individuals living in Scotland who participate in Next Generation activities are contacted to join the NSA Scottish Region committee or otherwise involve themselves with NSA.
 - Maximise the potential to sign-up new members at these and work with the NSA Scottish Region Policy Officer to ensure key policy topics are integrated where appropriate.
 - Work with NSA Head Office to ensure any UK-wide membership campaigns are appropriate for Scotland and benefit members in Scotland. Attend Monthly Membership Meetings where appropriate.
- **Governance and budgets**
 - Work with the NSA Scottish Region Policy Officer to ensure updates on activities and events are included on regional committee meeting agendas. Attend regional committee meetings and contribute to relevant agenda items.
 - Attend regional managers' meetings and be a proactive member of the NSA team.
 - Supported by the NSA Scottish Region Policy Officer, ensure the region runs in accordance with the NSA Articles and other governance, and in line with the biennial budget.
 - Working with NSA Head Office, in line with the Financial Operating Agreement, manage the region's finances and agree a rolling biennial budget with the regional committee.
- **Other responsibilities**
 - Sign up new members where able, by having a working understanding of membership recruitment initiatives, membership forms and payment methods.
 - Other duties as agreed.

Person specification

- Excellent marketing and communication skills, preferably linked to promotion of events and on-farm activities.
- Proven experience in organising industry events of all sizes, including attracting sponsorship and managing budgets.
- Highly motivated, creative and organised, with a passion for the sheep farming community.
- Excellent written communication skills, and preferably, experience writing press releases and social media posts.
- IT literate, preferably with experience with Microsoft programs.
- Full driving licence, and ability to travel extensively within Scotland and occasionally further afield (including to NSA Head Office in Worcestershire)
- Preferably, experience working with and managing committees.

** Advertised as three or four days; contract, job description and additional support to be based around successful applicant.*