



National Sheep Association

Job Description for NSA Activities & Campaigns Officer

New role approved by the NSA Board in November 2018

Job description to remain as a draft until the candidate has been employed

Responsible to: NSA Operations Director

Key relationships with: NSA Operations Director, NSA Membership Secretary, NSA Communications Officer (Event publicity, campaigns & online presence EPCOP), NSA Corporate Support Officer and other staff at NSA HQ, as well as NSA event organisers, regional staff, officers and ram sale officers.

Objective: NSA is a membership charity supporting and promoting sheep farming in the UK. This role is to develop, expand and organise activities, campaigns and initiatives to raise the profile of the association, directly leading to the recruitment of new members.

Job role:-

- **NSA sheep events**
 - **NSA Sheep Event.** Be a key part of the team to maximise attendance at the event and membership recruitment / data capture opportunities in the lead-up to and on the day. Lead the NSA presence on the day, in terms of branding around the showground and activity at the main gate and on the NSA stand.
 - **For other biennial NSA sheep events in the regions.** Work closely with event organisers to maximise membership recruitment / data capture opportunities. Lead the NSA presence on the day, in terms of branding around the showground and activity at the main gate and on the NSA stand.
 - **Contracted event work.** Where agreed with NSA Operations Director, deliver event work that regions contract (and pay) NSA Head Office to deliver on their behalf (e.g. NSA Central Region Early Gathering).
- **NSA ram sales and sheep centres.** Work with NSA ram sale organisers and NSA regional development officers to ensure strong NSA branding at the five ram sales and three sheep centres each year (Royal Ulster, Royal Highland and Royal Welsh shows), and maximise membership recruitment / data capture opportunities in the lead-up to and during the events. Work with NSA ram sale organisers to determine effective use of time on the day of the sale, and NSA regional development officers to decide how many days to be at sheep centres for.
- **Other NSA events.** Work with NSA regional development officers, managers and secretaries to maximise membership recruitment / data capture opportunities at all NSA events, including farm walks, conference and meetings.
- **Using data, to follow leads and promote Gift Aid**
 - Identify and capitalise on ways to capture data of sheep farmers who are not NSA members. Work with NSA Membership Secretary and other NSA staff members to ensure data is captured in line with GDPR and the NSA Privacy Policy and used for effective and professional membership recruitment campaigns and activity.
 - Secure membership recruitment opportunities created by other team members.



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.

your business your future



National Sheep Association

- Understand the importance of Gift Aid to NSA and work with NSA Membership Secretary and other staff members to secure Gift Aid on new membership subscriptions and run campaigns to target existing members who do not Gift Aid.
- **Working with NSA partners**
 - **Partnership working.** Capitalise on opportunities to work with organisations and companies wanting to link up with NSA to, for example, run on-farm events and meetings. Use these opportunities to raise the profile of NSA and explore membership recruitment / data capture opportunities.
 - **Corporate supporters.** Work with corporate supporters of NSA to explore opportunities to raise the profile of NSA and drive membership recruitment / data capture. Work with the NSA Membership Secretary to manage bespoke agreements with livestock markets, XLVets and others.
 - **Affiliated breed societies.** Maintain and enhance relationships with NSA-affiliated breed societies, exploring opportunities to raise the profile of NSA and to promote NSA membership subscriptions to breed society members. Organise the annual NSA breed society forum, incorporating key NSA messages into the agenda. Work with the NSA Communications Officer EPCOP to tie this activity into communications messages, including a quarterly newsletter for pedigree breeders. Work with the NSA Membership Secretary on administration of breed society affiliation packages.
- **NSA Next Generation**
 - Get involved in the delivery of the NSA Next Generation programme, prioritising options that raise the profile of NSA and encourage younger people to become members. Support and enhance online activities led by the NSA Communications Officer EPCOP.
 - Support and enhance NSA Next Generation activities in the regions, including NSA Next Generation days and NSA Next Generation Shepherd Competitions.
 - Organise the programme for the annually selected NSA Next Generation Ambassadors, working to a plan formulated with the NSA Operations Director and culminating in the annual NSA Next Generation conference/workshop event. In years where Ambassadors are not selected, organise the alternative programme.
 - Organise additional elements of the NSA Next Generation programme, such as the NSA Samuel Wharry Memorial Award and biennial Westminster trip.
 - Work with the NSA regions to encourage NSA Next Generation Ambassadors to remain active within NSA beyond their first year as an Ambassador, including through an annual reunion for all Ambassadors.
- **NSA public-facing activity.** With the NSA Communications Officer EPCOP, deliver NSA public-facing activity, such as Countryfile Live

Other responsibilities

- Contribute to quarterly board reports.
- Respond quickly to all enquiries (telephone, email and online), referring to other staff members where appropriate.
- Provide support for general office administration at NSA Head Office.
- Other duties as agreed.



National Sheep Association

**Application Form for NSA Activities & Campaigns Officer
PRIVATE AND CONFIDENTIAL**

Please return this form, with your CV and a covering letter, to Joanne Briggs, NSA Operations Director, The Sheep Centre, Malvern, Worcestershire, WR13 6PH or joanne@nationalsheep.org.uk.

Full Name			
Title	Mr/Mrs/Miss/Other		
Address			
Email Address			
Telephone number(s)			
NI number			
Do you hold a current driving licence?		How many points do you have on your licence?	
Are there any restrictions on you taking up employment in the UK?			

EDUCATION HISTORY (include schools, colleges and university, and qualifications gained)

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EMPLOYMENT HISTORY

Name and address of employer	Job title	Duties	Salary / rate of pay	Reason for leaving



National Sheep Association

Notice required in current post (if applicable)	
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Any other employment (e.g. part-time or voluntary)
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REFERENCES

Please note here the names and addresses of two persons from whom we may obtain both character and work experience references.	
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CRIMINAL RECORD

Please note any criminal convictions except those 'spent' under the Rehabilitation of Offenders Act 1974. If none, please state. In certain circumstances employment is dependent upon obtaining a satisfactory basic disclosure from the Criminal Records Bureau/Disclosure Scotland.	
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DECLARATION (Please read this carefully before signing this application)

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| <ol style="list-style-type: none">1. I confirm that the above information is complete and correct and that any untrue or misleading information will give my employer the right to terminate any employment contract offered.2. I agree that the organisation reserves the right to require me to undergo a medical examination. (Should we require further information and wish to contact your doctor with a view to obtaining a medical report, the law requires us to inform you of our intention and obtain your permission prior to contacting your doctor). I agree that this information will be retained in my personnel file during employment and for up to six years thereafter and understand that information will be processed in accordance with the Data Protection Act.3. I agree that should I be successful in this application, I will, if required, apply to the Criminal Records Bureau/Disclosure Scotland for a basic disclosure. I understand that should I fail to do so, or should the disclosure not be to the satisfaction of the company, any offer of employment may be withdrawn or my employment terminated. |
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Signed

Date