



National Sheep Association

Job Description for NSA Digital Communications Officer

Full-time role to replace an existing staff member leaving the organisation in February 2022

Responsible to: NSA Operations Director
with day-to-day guidance from NSA Communications Manager

Key relationships with: NSA Operations Director, NSA Communications Manager, NSA Membership Secretary, NSA Activities & Campaigns Officer and other staff at NSA HQ, as well as NSA event organisers and regional and ram sale officeholders.

Objective: NSA is a membership charity supporting and promoting sheep farming in the UK. This role is to develop and expand NSA's online presence, ensuring web-based and social media activity continue to raise the profile of the organisation to all audiences, provide a service to existing members, and attract new members. The role includes marketing of NSA membership subscriptions and services, and running campaigns for membership recruitment/retention purposes.

Job role:-

- **Online and social media activity, campaigns and events**
 - Deliver NSA online presence, including generating and updating content across all NSA websites and social media platforms. This will include creating images, videos and infographics where appropriate, working with and adding value to the NSA brand. Work to agreed budgets relating to online presence.
 - Deliver the online element of membership recruitment work, data capture and Gift Aid campaigns. Work closely with the NSA Membership Secretary and NSA Activities & Campaigns Officer to process data in line with GDPR.
 - Contribute to monthly membership meetings and deliver projects identified.
 - Work with other staff members to develop ideas and content for online events and activities, such as webinars. Deliver the online element of these, including promotion, technical support, data capture and assessment of effectiveness.
 - Support NSA events through online presence and promotion. These will include: the NSA Sheep Event, NSA regional sheep events, ram sales and sheep centres; and NSA regional activities such as meetings, farm walks and ARMMs.
 - Support NSA Next Generation activities by providing a strong online presence for ongoing initiatives, annual projects, events and new developments.
 - Support NSA policy and technical work where requested, including but not exclusive to: adding information/resources to the website in a user-friendly and timely way; linking NSA to industry awareness initiatives around farm safety, mental wellbeing and rural crime; delivering the online element of campaigns such as sheep worrying awareness, Love Lamb Week and the NSA Lambing List; creating and sharing online surveys).



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

- Use reports and analytics from various sources to monitor and develop NSA's online presence and activities.
- **Support for commercial activities**
 - Design and distribute promotional materials for NSA activity, events and membership recruitment.
 - Work with the NSA Corporate Sales Manager and NSA Activities & Campaigns Officer to create and work to a timetable of regular campaigns to promote: advertising and sponsorship opportunities; Educational Support packages; and Breed Society affiliation;
 - Deliver digital aspects of commercial agreements such as prize draws and other partnerships.
- **Weekly Email Update**
 - Work with the NSA Communications Manager to jointly generate the content of the NSA Weekly Email Update.
 - Manage templates for NSA Weekly Email Update, providing a reader-friendly experience. Maintain good links with NSA Corporate Support Officer on advertising sales. Distribute NSA Weekly Email Update every Friday.
- **Press activity.** Write, distribute and promote press releases directly linked to job role (and where providing cover for NSA Communications Manager). Deal with press enquiries directly linked to job role (and where providing cover for NSA Communications Manager).
- **Other responsibilities**
 - Contribute to quarterly board reports.
 - Deliver special projects where agreed with NSA Operations Director.
 - 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.