



National Sheep Association

Job Description for NSA Policy Manager

New, full-time position from March 2022

Responsible to: NSA Chief Executive

Key relationships with: NSA Chief Executive, NSA regional policy leads, NSA officeholders attending external meetings, NSA Operations Director, NSA Communications Officer and other staff at NSA HQ.

Objective: NSA is a membership charity supporting and promoting sheep farming in the UK. This role is to manage and coordinate NSA's policy work, ensuring effective internal and external communication and consistent representation of NSA at stakeholder and other relevant meetings. The role includes being Content Manager for Sheep Farmer magazine, which is the cornerstone of how NSA communicates its policy and other activity to members. It also includes attending meetings where asked but, more importantly, coordinating and sharing key information between the NSA Chief Executive (who leads on all policy work), NSA officeholders delegated by the Chief Executive to represent NSA at stakeholder meetings, NSA regional policy leads, NSA committees, NSA regions, grassroots members and others where appropriate for membership recruitment/retention, raising the profile of the association and other organisational objectives.

Job role

- As Sheep Farmer Content Manager, produce six editions of the magazine each year, ensuring a good mix of NSA-led content and general sheep farming information. Generate content directly linked to NSA policy work, proof-read all other elements of the magazine to ensure consistency of appearance, content and NSA messaging, and sign-off final version in line with fixed production schedule.
- Be aware of all elements of NSA policy work and priorities for ensuring key individuals and groups are kept up-to-date with the situation and NSA's position.
 - Internal – NSA staff members and key officeholders, via direct communication.
 - NSA community – NSA committees, regions and members, via NSA communication routes.
 - External – members of the press and other key groups, via press releases.
- Keep track of who represents NSA at each stakeholder meeting and ensure key messages are shared in an appropriate and consistent manner. Take specific responsibility for key areas as delegated by the NSA Chief Executive, attending stakeholder meetings where required.
- Ensure NSA regularly issues policy press release and regularly engages with key publications.

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)



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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.



- Establish and maintain an effective way to produce and update NSA policy positions and respond to consultations. Use existing networks (regions and virtual) to gather opinions and views. Communicate key outcomes to members, press and others.
- Work closely with the NSA Scottish Regional Coordinator, NSA Cymru/Wales Regional Development Officer and NSA Northern Ireland Regional Development Officer to ensure key messages are shared in an appropriate and consistent manner. Attend NSA UK Policy & Technical Committee meetings and ensure the agenda is always reflective of current priorities.
- Ensure NSA regions in England are kept up to date and can meaningfully discuss key policy topics at committee meetings. Attend NSA English Committee meetings and ensure the agenda is always reflective of current priorities.
- Maximise opportunities to integrate policy work into all NSA communications – not just Sheep Farmer magazine – to ensure potential members and existing members see the quality and quantity of NSA activity.
 - **Weekly Email Update.** Generate content for all editions of NSA Weekly Email Update, meeting the fixed deadline each Thursday afternoon.
 - **Press releases.** Maximise opportunities for NSA to provide strong comment on relevant policy topics, including through overseeing and/or writing press releases and supporting devolved nation press releases where appropriate.
 - **Other press work.** Support work by the NSA Communications Officer to: respond to press enquiries; maintain relationships with key publications; deliver an annual press plan; and monitor press coverage of NSA activity and positions.
 - **Events.** Integrate policy topics into virtual events (e.g. NSA Breakfast Club and other webinars) and actual events (e.g. seminar and workshop topics at sheep events).
- Other responsibilities
 - Contribute to quarterly board reports.
 - Represent NSA at regional meetings, shows and events, typically to communicate NSA's policy and technical work, but also to aid profile raising activities and membership recruitment.
 - Be a part of the NSA team, providing support to other members of staff and contributing to the overall effort to recruit and retain members.
 - Other duties as agreed.