



Director of Communications and Marketing

Job Description

Outline of Responsibilities

A time commitment of 4 Board meetings per year, these are usually hosted on a Saturday and take place in Perth, plus conference calls as required. Some time spent on overseeing SOA's Communications and Marketing activities and research in these areas; also representing the SOA at some events and meetings with key stakeholders. Providing support for SOA staff on communications and marketing activities.

This Director is responsible for the development, delivery and oversight of the marketing of SOA activities within and outwith the SOA. Also, the development, delivery and oversight of communications within and outwith the SOA.

Specific responsibilities:

- Develop and manage communications and marketing plans for SOA in collaboration with the Board, COO and the SOA Membership and Communications Manager
- Ensure efficient and effective means of communications with members including SCORE, the SOA website and social media
- Ensure efficient and effective means of communication outside SOA, including social media
- Responsibility for the appropriate content of the SOA website
- Manage a communications and marketing budget
- Establish a range of media contacts and secure placement of orienteering content in appropriate public media
- Manage the SOA brand and its placement so as to attract participation, member recruitment, promotion of orienteering and potential sponsorships
- Market SOA for the purposes of hosting international events
- Assist SOA staff in recruiting coordinators and volunteers to assist in the activities

Scottish Orienteering Association, www.scottish-orienteering.org

Registered in Scotland (No. SC334748), National Orienteering Centre,
Glenmore Lodge, Aviemore, PH22 1QZ

The Scottish Orienteering Association is a charitable body, registered in
Scotland, with registration number SC043563

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Person Specification:

Essential

- Experience of communications and marketing methods
- Ability to manage resources
- Excellent communication and interpersonal skills

Desirable

- A knowledge and understanding of the work of a charity
- Experience in formulating policy, and developing and implementing new strategies and procedures.
- Ability to develop financial plans
- Communication, public relation, and presentation skills.
- Experience in the areas of fundraising, legal matters, HR or IT.
- A knowledge and understanding of orienteering

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