

# Director of Communications and Marketing



## Role Outline

### 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 Marketing Manager (or equivalent position)
- Ensure efficient and effective means of communications with members including newsletters, 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
- Assist SOA staff in recruiting coordinators and volunteers to assist in the activities

### 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.

This is a voluntary position, with expenses covered for attendance of meetings.

If you're interested in the role, you can apply by emailing a note of interest and outlining your relevant skills and experience to Scottish Orienteering's Chief Operating Officer, Fiona Keir, on [fiona@scottish-orienteering.org](mailto:fiona@scottish-orienteering.org). If you would like to know more about the role, please email Fiona with any questions you may have, or to arrange a chat.

Please ensure any application is submitted by Sunday 11 August.