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# Communications & Media Officer

## Role Requirements

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### Context:

The SFAA is a National Governing Body for the Sport of Field Archery, it exists to represent the interests of Field Archery Clubs, develop the sport of Field Archery in Scotland and host National Championships. To support this, the SFAA requires a fit for purpose communications strategy alongside a range of suitable media channels to get key information to its members (both current and prospective). The role of Communications & Media Officer has been established to provide subject matter expertise in creating and maintaining an appropriate suite of media channels, along with supporting the Board to promote both itself and the sport of Field Archery.

### Pre-Requisites:

- Knowledge of desktop publishing software, web design, CSS, content management systems and social media platforms
- Excellent verbal, written, and interpersonal skills
- Experience in managing and developing online content (including the management of all supporting online infrastructure accounts)

### Requirements:

- Support the internal and external communications strategy for the SFAA
- Provide editorial expertise and direction across the various SFAA communication channels
- Develop marketing material to support SFAA strategy and events
- Be responsive to queries raised on or regarding the SFAA website
- Manage and perform administrator duties across the SFAA digital portfolio channels (e.g. website / social media platforms)
- Keep abreast of and utilise (as required) emerging technologies to ensure the SFAA communications proposition is fit for purpose
- Keep abreast of and respond to changes in legislation which might impact the SFAA communications proposition
- Ensure a strong user experience / journey across our digital channels
- Attend scheduled SFAA Board meetings where possible
- Promote the Sport of Field Archery in Scotland via our communications channels

### Behaviours:

- Collaboration with others
- Be open to new ideas and ways of working
- Communicate effectively
- Be able to negotiate effectively
- Be able to use electronic means to distribute / share information.
- **Be a team player.**

