

Scottish Association of Young Farmers Clubs

Post: **Communication Officer**

Purpose of Role

To assist in the development of communicating of the Scottish Association of Young Farmers activities to members, sponsors and stakeholders.

Reporting to:

Development & Events Manager (DEM)

Chief Executive

Key Responsibilities:

1. To assist with the creation of press releases, articles, videos, social media posts and statements representing SAYFC's views and positions, help populate the Associations website and social media sites.
2. To support other staff in delivering SAYFC's communication plan

The main responsibilities of the position

1. Support the DEM in responding to members and media enquiries
2. Support Regional Events Managers with promotion or events and communication with Clubs
3. Assist with development of a multimedia approach including video production, news releases, articles and social media postings to promote SAYFC campaigns.
4. Produce effective writing for a variety of media such as news releases, website content, e-newsletters and social media posts.
5. Assist in the identification and response to Scottish youth or agriculture to maximise coverage and brief SAYFC spokesman
6. Looking at engaging with other key stakeholders on joint promotional campaigns that support Scottish Agriculture or Youth work.
7. Work closely with the SAYFC Comms & Marketing Committee

