

1. Job Purpose

- **Supporting the safe, effective and consistent running of SCA events**
- **Proactively communicating on behalf of the SCA**
- **Supporting the roll out of the Go Membership online membership, events and club management system**

2. Responsibilities

Events

- The promotion and communication of SCA events and activities in advance in order to maximise attendance
- Supporting SCA committees with the bookings, logistics, data management and publicity of events and courses
- Coordinate the marketing and communications for Go Canoeing events and other SCA participation campaigns
- Promoting forthcoming events through various communication channels (e.g. website, social media, email)
- Ensure SCA events comply with the British Canoeing event safety management guidelines
- Configuring and monitoring online systems for event bookings
- Feedback / monitoring & evaluation of events and publication of results on SCA website.
- Arranging logistics (e.g. booking venues, transport) for SCA events
- Updating the SCA website with event information
- To maintain event details in the on-line entry system; to effectively and efficiently maintain the system; progressing entries through the system; and supporting event organisers with relevant reports and information
- To handle correspondence in relation to on-line entry applications for events; logically analysing the issues and guiding the system users through the process
- Liaising with event organisers and colleagues in relation to queries/problems
- Handling entry administration; chasing out-standing payments/entry fees; producing start lists (where appropriate) etc.
- Attending planning meetings and support the co-ordination of event operations by discipline committees.

- Understanding SCA guidelines and policies in order to advise committees on how to run their events - highlighting areas for improvement and assisting the committees to comply with SCA guidelines and policies.

Communication

- Manage SCA social media accounts – posting relevant information in a timely manner
- Keeping the SCA website up to date with events, news and information
- Writing articles and reports about past events and encouraging others to do the same in order to provide content for Scottish Paddler and the SCA website
- Identifying opportunities to communicate key SCA messages to members and non-members alike and using these opportunities to proactively get these messages out to relevant groups and individuals
- Seeking opportunities to promote canoeing in Scotland and ways to engage with all paddlers regardless of whether they are individual members, club members or non-members. Using these opportunities to attract more people to become SCA individual and club members

Other

- Supporting users with Go Membership, the SCA's online membership, events and club management system.
- Marketing and promoting SCA and British Canoeing programmes, products and services to support specific needs of individuals or groups
- Maintaining a high level of awareness of SCA events
- Carrying out any other duties as appropriate to the post and the needs of the Scottish Canoe Association
- Provide general customer service via SCA office e.g. telephone enquiries

3. Reporting:

Line Manager: Head of Coaching and Development