

## **Principal Duties – Scottish Land & Estates Regional Support Officer.**

### **The Role:**

The role of the Regional Support Officer is focused on supporting the Regional Chair and Regional Committee in driving and supporting the delivery of the activity at a regional level, which in turn helps assist in the achievement of overarching organisational objectives.

Key areas of regional activity to deliver this are:

- Building the profile of membership and the organisation
- Promotion the positive contribution of the members
- Representation members' interests
- Political engagement
- Support to members' businesses
- Promotion of best practice
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### **Main Responsibilities:**

Your key responsibilities will include:-

- To build and strengthen effective relationships with the membership in the region, and develop a detailed understanding & knowledge of their businesses and views
- To raise awareness of the social, economic and environmental contribution of rural land managers .
- To support the regional chair in mobilising the membership in the region
- To work with members in the region to identify and feed issues of regional and national significance to the SLE Policy Team
- To provide administrative support to the Regional Chairman, Regional Committee and other Regional Groups.
- To work with members to produce content for various regional communications and marketing outputs
- To assist with the recruitment and retention of membership
- To communicate regularly to members in the region through a variety of channels, including social media
- To support effective networking amongst the membership
- To arrange members' meetings, estate visits and regional events.
- To act as a contact point between SLE and local representatives of Scottish Government departments, its agencies, local authorities and branches of relevant rural organisations within the Region
- To establish contact and build local relationships with local media.
- To assist in the delivery of regional political engagement
- To represent SLE at appropriate events in the region
- To represent SLE on key regional stakeholder groups or provide support to members who represent the organisation on such groups
- To work with the regional chair to produce regular reports on region activity

The Regional Support Officer will work with the Regional Chair and Regional Committee to deliver an agreed regional workplan.