



Scottish Archery Association
Glen earn Cottage
Edinburgh Road
PORT SETON
EH32 0HQ
October 2019
admin@scottisharchery.org.uk

2 October 2019

Dear Club / Member,

Preliminary Notice of Business to be Conducted at the 2019 Annual General Meeting of Scottish Archery.

Directors Posts for election

The Annual General Meeting of Scottish Archery Association will be held on Saturday, 23 November 2019 at 10.15 am in the Dewars Centre, Perth.

Part of the business to be considered is the election of directors to fill Director's posts that are either up for election or new Directors posts.

Accordingly, the Board invites nominations to fill the position of:

- Director of Digital

Description of this role is attached.

Under the Scottish Archery Articles and Bye Laws up to 4 members of the Board may be Independent Directors. As there are currently 4 members of the Board who are deemed to be independent this role must be filled by a current member of Scottish Archery

Applicants for the positions shall provide details of their C.V. on the appropriate form giving Scottish Archery not less than 6 weeks notice prior to the AGM. This requires all nominations to be in the hands of the Administrator at the above address or email address on or before 12th October 2019.

The nomination form is attached to this notice and will be made available on the Scottish Archery website.

In addition, under Article 25.7 voting members may submit resolutions in writing to alter terms of the Articles of Association and Bye Laws to the Board to be considered at the AGM provided they conform to the conditions detailed in that article. Such submissions require to arrive in the hands of the Administrator at the above address or email address on or before 12th October 2019.

Michael Mather
Company Secretary
SCOTTISH ARCHERY ASSOCIATION

Glenearn Cottage, Edinburgh Road, Cockenzie, Prestonpans, East Lothian, EH32 0HQ
A company limited by guarantee. Registration No. SC389745 Registered in Scotland

MEMBER NOMINATION
CV / PERSONAL STATEMENT
FOR THE POSITION OF DIRECTOR OF SCOTTISH ARCHERY

I, the undersigned, confirm that, having had due regard to Article 13 of the Articles of Association (application for a vacancy), put myself forward for this position.

The Director position nominally vacant are: -

- Director of Digital

Name:.....

Club (only for members of Scottish Archery):.....

Archery GB Number (only for members of Scottish Archery)

Signature:Date

I would bring the following experience and expertise to the Board (including relevant qualifications) in relation to the above (up to maximum of 250 words)

Please outline any further information in support of a nomination to the position (up to a maximum 250 words)

DIRECTOR OF DIGITAL

Description

Scottish Archery is embarking on an ambitious plan for its digital marketing and platforms through to 2020 and beyond. As Director of Digital you will have full accountability for the organisations digital vision, helping to shape and bring about the transformation the organisation needs to become the number one individual sport in Scotland by 2028

Overview

Scottish Archery has the desire to grow as a sport for all over the next years as we are consistently focussed on “making sport limitless”. We have strong links with Scottish Disability Sport and sportscotland not to mention Archery GB and other national associations and are delighted our profile is more prominent now than ever.

Function

The next 2 years are going to see Scottish Archery’s digital ecosystem transformed as we try to capture the hearts and minds of archers of all levels. We are looking for someone to work as an expert practitioner and mentor to staff and board in order to drive this transformation, to lead innovation and transformation in how content is delivered to our members and to demonstrate true digital creative leadership and bring the vision of our Board to life.

Accountabilities

As Digital Director you will have overall responsibility for the way all of Scottish Archery’s digital presence is articulated. We would like to hear from people keen to be a strategic lead for the organisation but always “action oriented” to offer support and mentoring to staff and board. You will work with and inspire volunteers all over the country.

DIRECTOR OF DIGITAL - COMPETENCIES

| SPECIFIC TO JOB | GENERIC |
|--|---|
| <p>Educated to degree level or equivalent an inspirational leader with experience of transforming the role, understanding and delivery of digital across an organization.</p> <p>Experience in mentoring and developing teams</p> <p>Proven track record in significantly improving the digital capability of an organisation.</p> <p>Proven to be an effective leader and experience of developing and implementing digital strategy at a senior leadership level.</p> <p>A successful track record of developing and executing a digital strategy across multiple markets.</p> <p>Proven ability to develop compelling visions for a different future and be able engage your team and the wider organisation to enthusiastically be part of the journey.</p> <p>A wide-ranging knowledge of what makes a truly holistic digital marketing lead with a wide capabilities mix across the board, across multiple channels rather than a focus on one or two individual digital skills.</p> <p>Proven commercial acumen. Evidence of setting and delivering the digital KPIs and metrics.</p> | <p>The ability to manage both internal and external stakeholders at all levels within an organisation.</p> <p>Comfortable working in matrix management environment.</p> <p>Excellent communication skills.</p> <p>Successful project management of multiple projects.</p> |

DIRECTOR OF DIGITAL – KEY RESULT AREAS/ACCOUNTABILITIES

1 – 4 key objectives and targets

1. Leadership

- Develop and engage the organization in a compelling digital vision that helps the organization to meet its objectives
- Develop and mentor the teams, skills and processes required to deliver the digital strategy
- Work across the organization to deliver digital vision
- Inspire and communicate within the organisation the progress being made, the exciting initiatives and stories and the positive impact to the organisational goals to build enthusiasm, belief, and momentum in the digital space.
- Lead the development and continuous refreshment of a pipeline of digital activity which focuses on true membership need

2. Development and Execution of Strategy

- Develop and engage the organization in the digital marketing strategy and execution for Scottish Archery, a strategy that is Global in its vision and local in its execution.
- Take responsibility for all digital touchpoints.

3. Development of KPI's

- Identify the most relevant KPIs to measure within the digital space that contributes clearly to Scottish Archery's wider organisational objectives and goals.
- Establish an on-going process for measurement and improvement (liaising with the other Board members). This is not just about becoming more 'digital'. It is embracing and upskilling in this space to directly help Scottish Archery grow and develop.

4. Knowledge, management and delivery of Digital activity

- Holistic digital and social experience with a wide range of capabilities across digital
- Lead the development and continuous refreshment of a pipeline of digital activity which focuses on true membership needs
- Successful agile project management and implementation of digital projects

This document is not contractual and may be subject to change at the Board's discretion.