

## Sunart Morvern Moidart Ardgour & Ardnamurchan Tourist Association (SMMAATA)



### Admin & Communication Assistant

SMMAATA is seeking an admin and communication assistant to support the work of our small dedicated team, ensuring the effective running of the organisation, and including general admin, book keeping, membership, as well as leading our digital marketing programme.

This position is offered as a self-employed contract.

**Hours:** up to 9 hours per week

**Remuneration:** £12 per hour

**Location:** home based with occasional travel for meetings

### Background

Formed over 30 years ago as the Ardnamurchan Tourist Association, SMMAATA is the local tourism marketing group for Sunart, Morvern, Moidart, Ardgour and Ardnamurchan. It is an independent and active association, managed by a voluntary committee, and dedicated to promoting and supporting its member businesses, providing representation and a forum for collaboration, and marketing the area as a fantastic, year round, visitor destination.

The association hosts and manages the West Highland Peninsulas website, Facebook and Instagram to showcase the area and our membership includes a wide variety of tourism businesses from across the area.

### Key activities and responsibilities

- Generating, posting, and managing digital content for website and social media.
- Dealing with visitor enquiries (via the website).
- Membership promotion and administration including applications, renewals, website listings and social media posts.
- Regular communication with members including email, newsletter and member Facebook Page.
- Supporting the committee with development projects and annual marketing strategy.
- Role of treasurer including issuing and paying invoices, monthly bookkeeping, financial reporting to committee and annual financial report for AGM.
- General admin including committee meetings and AGM.
- Other relevant activities identified by the committee as the role develops.

### Person specification

#### Skills & Personal Attributes

- An understanding of tourism.

- Highly developed communication skills, particularly digital with a track record in generating and posting digital content.
- A self-starter, able to work efficiently on own initiative.

#### Experience – Essential

- Good level of technical literacy including experience of Word, Excel, Office 365 and a proven ability to gain an understanding of new programs quickly.
- Experience of social media account management and content creation for organisations.
- Experienced at organising and running meetings and events, in person, online and hybrid.

#### Experience – Desirable

#### Application process

SMMAATA is committed to advancing diversity in our workforce and to challenging all forms of inequality. We would be particularly keen to encourage applicants from Black Minority and Ethnic, LGBT, disabled, migrant and other backgrounds underrepresented within the sector.

To apply for this role, you should send your CV (maximum 2 pages), covering letter (maximum 1 page), and details of two referees to [info@scottish-islands-federation.co.uk](mailto:info@scottish-islands-federation.co.uk) no later than ? We will seek your permission before contacting your referees. Interviews will be held ?.