

Sarah-Anne Duncan



I'd like to note my interest in the Marketing, Media, and Membership Director

Skills that I have gained during my 15 years of experience within the Finance sector that are transferable to supporting weightlifting Scotland achieve their goals and move forward: I currently work in a corporate banking environment and hold a management role.

Extensive experience in writing, running and adhering to Governance, process and controls. In my role it is imperative that the Governance for each process is followed to the letter, regardless of outside factors that try to derail that. I must follow, communicate, adhere to and evidence those controls to ensure there is no negative impact to the bank, it's reputation or it's rating that may impact it's banking license.

Stakeholder management - by providing transparency on process adherence. Regardless of personal opinions and personal agendas, the process set out must be followed and then communicated clearly, via governed channels, to ensure trust is built with stakeholders. Building trust and relationships to ensure the profile of the team grows and succeeds.

Leadership - I manage a Global team of 18 people who must adhere to governance, work individually and as a team, communicate effectively and manage stakeholders and a busy workstack. Ensuring people work towards and are motivated towards the same goal and achieve different tasks to build towards that goal is part of my day to day.

Communication - advertising the team, their processes, workstacks and achievements. Clear communication on changes that will affect stakeholders. Due notice on timetabled events to large audiences. Understanding of GDPR. Understanding of confidentiality.

Personally I have been lifting for 10+ years and came via CrossFit, my first lifting competition was the scottish open 2014 and now compete as a master.

I am aware I am not a marketing professional but as a part time coach, I happen to have a client who is a marketing expert and willing to assist me with branding and professional social media advice (for some free coaching sessions!)

I am really encouraged to see WLS reaching out to make changes and bring new people on board and would be exciting to be part of that journey. I have many ideas that I think would help raise the profile of WLS. Little things that would hopefully add up quickly. Event sponsors, vendors paying for spots at comps. Competition packs for venues and lifters. Instagram polls to gauge interests in events/comps. Local support members, coaches and gyms and more visibility around the masters lifters.