

ROLE DESCRIPTION

Lead Volunteer - Communications & Marketing

THIS VACANCY IS FOR

Name of Scout Region
Located

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THIS REGION HAS

| | |
|-------------------------|--|
| Number of youth members | |
| Number of adults | |

| | |
|-------------------------|--|
| Regional Lead Volunteer | |
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PURPOSE OF THE ROLE

The Lead Volunteer - Comms and Marketing is a key role which has responsibility for ensuring that Scouting in the Region is appropriately promoted using various media channels, and that communication tools are used effectively to make and keep in contact with both internal and external audiences.

The role also requires the right individual to:

- Provide leadership of Scouting in the Region
- Ensure that good quality Scouting is delivered to Young People
- Develop Scouting in the Region
- Promote and maintain the policies of The Scout Association
- Positively manage and support adults, defining role and responsibilities

RESPONSIBLE TO

Regional Lead Volunteer

MAIN CONTACTS

Regional Commissioner, Scottish Headquarters Commissioner (Communications), Assistant Regional Commissioners, Regional Advisers, Regional Executive, District Commissioners, Group Scout Leaders, other local communications volunteers, Young Spokespeople, Chief Executive and staff at Scottish Headquarters (particularly the Communications Officer), Scottish Headquarters Commissioners, Scottish Headquarters Advisers, other statutory and voluntary youth organisations, local authorities, the media, members of the public

APPOINTMENT REQUIREMENTS

- Understand and accept The Scout Association's policies
- Satisfactory PVG clearance
- Completion of a Wood badge within 3 years of appointment, including manager specific modules as detailed in the Adult Training Scheme

MAIN RESPONSIBILITIES

- The development and implementation of a Communications strategy for the Region
- Promote the Movement and the Region in particular in a positive light
- Ensure effective, regular communication to both internal and external audiences
- Ensure the Scouting “image” and “message” is of consistently high standard and quality
- Contribute to the development, implementation, support and monitoring of the Regional Development Plan

CORE TASKS

WORK IN PARTNERSHIP WITH THE REGIONAL TEAM TO

- Produce and implement a Regional Communications Strategy
- Review progress, standards and effectiveness of Communications strategy on an annual basis

WORK IN PARTNERSHIP WITH THE REGIONAL TEAM AND ASSISTANT REGIONAL COMMISSIONER (DEVELOPMENT)

- To produce a Regional Development plan
- To contribute to the Annual Review process

WORK IN PARTNERSHIP WITH THE REGIONAL EXECUTIVE

- Keep the Executive advised of financial and other resource requirements

WORK IN PARTNERSHIP WITH DISTRICT TEAMS

- To encourage Districts and Groups to promote Scouting locally
- Gather news, event plans, AGM and similar meeting planning and promote to wider audience
- Develop and maintain a list of local Media contacts
- Take on board equality issues at all times in relation to the role
- Represent Regional Commissioner within Region when appropriate
- Inform Scottish Headquarters of Regional and District communications needs and issues
- Liaise with Scottish Headquarters Commissioners and Advisers as appropriate providing updates on Media coverage
- Develop and maintain good working relationships and seek contacts both internal and external to Scouting within the Region
- Show personal commitment to The Scout Association’s aims and training

PERSON SPECIFICATION

Should be able to demonstrate

- The ability to communicate (verbal and non-verbal) to a wide variety of audiences including the public, media, large groups and on an individual basis
- Creativity in regard to message management and medium
- IT skills
- Ability to motivate and enthuse others
- Ability to deliver as promised
- High level of interpersonal skills
- Initiative