

# Avon County Scouts

## Role Description: County Media and Communications Manager(s)

Date: 7 September 2023

Outline: To work in partnership with the Deputy County Commissioner to:

Externally: create promotional positive media coverage in print, online and broadcast which helps create a modern perception of Scouting and understanding that we provide Skills for Life.

Internally: manage and create a number of channels to keep adult and youth members informed and engaged about opportunities, ideas and the County's work.

Responsible for: No direct reports

Co-ordinate content from a virtual team of media savvy volunteers across the County.

**Responsible to:** Deputy County Commissioner

**Main Contacts:** County Team, Members of the Scout County, District Media Development Managers, HQ Media and PR Team, The Media (Press, Broadcast, Web) and Members of the Public

Close contact with County Team to ensure that all events and activities have a communication and media plan to support them.

**Appointment Requirements:** To understand and accept The Scout Association's policies. Module 1, Essential Information and GDPR training must be completed within 5 months.

## **Main tasks:**

- Be aware of, value and support the “Scout brand”
- To seek out and identify local “on brand” good news stories happening in Scouting
- Oversee County website and social media channels to ensure they have an on brand, consistent set of quality stories and information.
- Work with the County Secretary to develop County Updates as a weekly source of information and ideas.
- Help turn events into brand opportunities to communicate our County Strategy.
- Craft and develop a media package to support stories (Images, Quotes, video, release, Data, etc)
- Pitch to Print, Online Radio and TV outlets
- Aim for 1 item a day on social media, 1 item a week on the website and 1 item a month in external media that promotes Scouting and Volunteering
- Deliver media events
- To monitor local media coverage and to feedback success stories to local Scouting and HQ PR team
- Devise and maintain a rolling 12 months media plan that includes targets and outcomes
- To develop and maintain a list of local media contacts
- To liaise with HQ Media and PR team on a regular basis, giving updates on coverage and asking for any assistance required
- To encourage Scout Groups to appoint a person to promote Scouting and to work with them to promote Scouting
- Identify and develop young spokes people to help craft, communicate and deliver stories
- Share good practice
- To encourage Districts to appoint District Media Development Managers (and support)

## **Personal specification:**

Any person appointed to this role should be a team player, who gets satisfactions from seeing a job well done, they will have an eye for detail and should have a ‘roll your sleeves up’ attitude to get involved with ensuring delivery if things get tight.

There will have a sense of humour and be an ambassador for Scouting who can represent the County Commissioner if needed in media coverage and interviews.

## **Skills and Experience**

### **Essential**

- Ability to communicate with stakeholders of all levels
- Digital skills including written and media
- Able to work quickly and flexibly often to tight or moving deadlines
- Able to create engaging and informative communications
- Able to pull together collateral to produce a quality on brand experience

### **Desirable**

- Experience of a communication or media role
- Experience of using a website.
- A good understanding of Scouting
- Existing contacts within media