



Role Description

County Communications Manager

Outline: Support in the development of an effective communications strategy and lead on the operational delivery of the strategy.

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: County Communications Team

Responsible to: Deputy County Commissioner (Programme)

Other Contacts: County Team, District Communications Managers, HQ Media and Communications Team, The Media (Press, Broadcast and Web), volunteers, young people and the public.

Main Responsibilities

- 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 Senior Leadership Team to develop County Updates and Newsletters as a monthly source of information and ideas.
- Help turn events into brand opportunities to communicate our County Strategy.
- Create and develop a media package to support stories (images, quotes, video, data, etc).
- Pitch stories and adverts to print, online and broadcast media outlets.
- Aim for daily posts on social media, weekly items on the website and monthly releases in external media that promotes Scouting and Volunteering
- Deliver media events, including support opportunities for Districts and Groups to share good practice
- To monitor local media coverage and to feedback success stories to local Scouting and The Scouts Media and Communications 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 The Scouts Media and Communications 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

- To encourage Districts to appoint District Media Development Managers (and support)
- To lead and support media and communications at County events and initiatives

Abilities, Skills and Experiences

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

Appointment Requirements

To understand and accept The Scout Association's policies, have a satisfactory disclosure check, and complete the appointment process. The role holder must be able to be a charity trustee.

How to Apply

If you are interested, or know someone who might be, please read the role description and person specification, then complete the application form. The application form should be returned by email to county.office@gmwscouts.org.uk

For more information about the role, please contact Jacob Bond (Deputy County Commissioner) by emailing, jacob.bond@gmwscouts.org.uk.