

WE'VE LOST OUR VOICE – CAN YOU HELP?

VOLUNTEER VACANCY – COUNTY MEDIA DEVELOPMENT MANAGER

Norfolk Scouts has an opportunity for a positive, energetic and enthusiastic volunteer to take the role of County Media Development Manager.

As the successful candidate, you would be responsible for promoting a modern and exciting public image of Scouting, sharing relevant information and facts about us via appropriate media throughout Norfolk.

You will be a key member of the County Management and Support Team who are responsible for the strategic operation of our 8,000 strong member organisation.

Your line manager would be the County Commissioner (Area Manager), there would be the opportunity for some support from our paid administrator and you could also build a small team to support your work.

There is also a dedicated contact at UK Scouting's HQ to support the successful applicant in all aspects of internal and external media work.

The key responsibilities are:

- Seeking and identifying Scout good news stories and promote these to the local media.
- Establish a media plan for the County in order to promote Scouting in the County.
- Develop and maintain a list of local media contacts
- Liaise with the HQ PR team, giving updates on coverage and seeking support
- Monitoring local media coverage and to feedback success stories to local Scouting volunteers and HQ.
- Sharing good media practice across the County

You need to be:

- willing to accept a volunteer appointment at County level
- able to commit around 5 hours per week and be able to work flexibly to accommodate the dynamic nature of media work.
- IT literate and have access to a PC with internet and email at least once a day (being able to access email on the move is an advantage in the role, but not necessary)
- a proactive, creative thinker, dedicated to promoting and developing Scouting

We will provide you with:

- access to our large stocks of professionally produced national material, including many customisable items.
- a small budget to develop your role and achieve your objectives
- access to our training and development programmes, many modules of these can be externally credited
- a 'different' and interesting additional experience to your CV
- a warm welcome to our small, friendly but focused team.

ROLE DESCRIPTION FOR: COUNTY MEDIA DEVELOPMENT MANAGER – NORFOLK

Title: County Media Development Manager (MDM)

Outline: To maintain and improve the public image of Scouting

Responsible to: County Commissioner

Main Contacts: Members of the Movement, District Media Development Managers, County Public Relations Officers, HQ Media & PR Teams, the media (press, broadcast and web) and members of the public.

Appointment and Training Requirements:

Understand and accept the key policies and processes of the Scout Association

Successful completion of our induction activities, including an enhanced DBS check.

Scout Training Modules 1, 5, 6, 7, 9, 21, 28 and 29 should be completed or validated using previous experience.

Main Tasks

Be aware of and actively use the “Scout Brand”

To seek out and identify local “on brand” good news stories happening in Scouting

Craft and develop a media package to support the story (images, quotes, video, release, data etc)

Pitch on brand stories to print, online, radio and TV

To monitor local media coverage and to feedback success stories to local Scouting and HQ PR Teams

Devise and maintain a rolling 12 month 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

Take part in monthly briefing meetings

To encourage Scout Districts to appoint a person to promote Scouting and to work with them to promote Scouting

Actively use young spokespeople and promote the work they do

Maintain regular contact with young people who have been media trained to motivate and encourage them in their work

SUPPORTING NOTES...

The training requirements for this role are:

01 Essential Information	To provide all adults in Scouting with the essential information needed to get started in their role.	<ul style="list-style-type: none"> ■ The Fundamentals of Scouting ■ Structure and support ■ Safety in Scouting ■ Safeguarding: child protection ■ Safeguarding: anti-bullying 	<ul style="list-style-type: none"> ■ Course ■ One to one ■ Small group ■ e-learning
05 The Fundamentals of Scouting	To explore the Fundamentals of Scouting and the Religious Policy; and consider their relationship with the quality programme delivered to young people.	<ul style="list-style-type: none"> ■ The Fundamentals- the Purpose, Values and Method ■ The Religious Policy ■ Spiritual development 	<ul style="list-style-type: none"> ■ Course ■ One to one ■ Small group ■ e-learning
06 Changes in Scouting	To provide an overview of the Movement's history focusing on its development to meet the changing needs of society.	<ul style="list-style-type: none"> ■ Brief outline history of Scouting 	<ul style="list-style-type: none"> ■ DVD ■ Factsheet
07 Scouting for All	To provide an introduction to equal opportunities and practical advice about how to make Scouting inclusive for all.	<ul style="list-style-type: none"> ■ Equal opportunities ■ Beliefs and values ■ Inclusive Scouting ■ Reasonable adjustments 	<ul style="list-style-type: none"> ■ Course ■ One to one ■ Small group ■ Workbook
09 Working with Adults	To cover the underpinning functions required to work effectively as a member of an adult team.	<ul style="list-style-type: none"> ■ Communication ■ Listening skills ■ Decision-making structures ■ Representing others 	<ul style="list-style-type: none"> ■ Course ■ Small group
21 Growing the Movement	To cover the ways in which a manager or supporter in Scouting can help develop the Movement and facilitate the growth of Scouting in their area.	<ul style="list-style-type: none"> ■ Importance of growth ■ Recruitment and retention of adults and young people ■ Tools and support to help growth ■ Development plans ■ Role of the manager or supporter in growing the Movement 	<ul style="list-style-type: none"> ■ Course ■ One to one ■ Small group ■ Workbook
28 Facilitating	To provide the skills, knowledge and attitudes to facilitate individuals and small groups.	<ul style="list-style-type: none"> ■ Training methods ■ Communication in a learning environment 	<ul style="list-style-type: none"> ■ Course ■ One to one ■ Small group
29 Presenting	To provide the skills, knowledge and attitudes to make effective presentations.	<ul style="list-style-type: none"> ■ Planning and delivering presentations ■ Learning methods ■ Resources and facilities ■ Feedback 	<ul style="list-style-type: none"> ■ Course ■ One to one ■ Small group

Previous learning and experience from within or outside Scouting can be used to validate modules and identify where training is not required.