

ROWBOATING OFFROAD CYCLING PARASCENDING PONY TREKING
AGLIDING RAGBIFOOTBALL QUADBIKING RAFTBUILDING ROWINGSAILINGSKRAMMING SNOWBOARDING
HLLING SHOOTING SINGLEPITCH CLIMBING SKIINGSNORKELLINGS WHITEWATERRAFTING
FEETSPORTS SUBAQUA SURFING SWIMMING WATERSKIING
RFING ZORBING ABSEILING AERIAL RUNWAY ARCHERY BALLOONING BANDS BOULDER

Volunteer Vacancy – County Media Development Manager

Staffordshire Scouts are looking for an enthusiastic volunteer to take the role of County Media Development Manager. The role is responsible for improving the public image of Scouting by providing relevant information and facts about Scouting to appropriate media within Staffordshire with the help and support of the County Team and a dedicated contact at HQ.

The successful volunteer will have the full support of the County Team and the existing support that exists in the County for media. 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 good news stories happening in Scouting and promote these to the local media.
- 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
- Establish a media plan for the County in order to promote Scouting in the County.

You need to:

- Be willing to accept a volunteer appointment at County level (this will include a DBS check).
- Be able to commit around 3 hours per week and be able to work flexibly to accommodate the flexible nature of media work.
- be 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)
- be a creative thinker, dedicated to promoting and developing Scouting



Role Description for County Media Development Manager – Staffordshire

Title: County Media Development Manager (MDM)

Outline: To improve the public image of Scouting

Responsible to: County Commissioner

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

Main Tasks
<ul style="list-style-type: none"> • Be aware and actively use the “Scout Brand”
<ul style="list-style-type: none"> • To seek out and identify local “on brand” good news stories happening in Scouting
<ul style="list-style-type: none"> • Craft and develop a media package to support the story (images, quotes, video, release, data etc)
<ul style="list-style-type: none"> • Pitch on brand stories to print, online, radio and TV
<ul style="list-style-type: none"> • To monitor local media coverage and to feedback success stories to local Scouting and HQ PR Teams
<ul style="list-style-type: none"> • Devise and maintain a rolling 12 month media plan that includes targets and outcomes
<ul style="list-style-type: none"> • To develop and maintain a list of local media contacts
<ul style="list-style-type: none"> • To liase with HQ media and PR team on a regular basis, giving updates on coverage and asking for any assistance required
<ul style="list-style-type: none"> • Take part in monthly briefing meetings
<ul style="list-style-type: none"> • To encourage Scout Districts to appoint a person to promote Scouting and to work with them to promote Scouting
<ul style="list-style-type: none"> • Actively use the County’s young spokespeople and promote the work they do
<ul style="list-style-type: none"> • Maintain regular contact with young people who have been media trained to motivate and encourage them in their work
<ul style="list-style-type: none"> • Identify future young people who could be media trained
<ul style="list-style-type: none"> • Share good practise
<ul style="list-style-type: none"> • Liaise with local web teams and newsletter editors to ensure the consistency of the brand and key messages



Person Specification for County Media Development Manager – Staffordshire

Skills required:

- Excellent written and communication skills E
- Be computer literate E
- Ability to work and engage with a range of media contacts E
- Ability to work and engage with young people and adults E
- Ability to work with predefined limits (for examples timescales and budgets) E
- Be a self motivator and be able to motivate others positively E
- Ability to accept and positively respond to responsibility E

Knowledge and experience

- Previous experience of working with media contacts D
- An understanding of the Scout Association's structures and procedures D

Qualities required:

- Accept the policies and rules of the Scout Association E
- Willingness to become a member, take the Scout association promise and wear Scout uniform E
- A willingness to promote the agreed viewpoints rather than perpetuate personal views E

Benefits to you:

- Employability skills
- Build confidence
- key volunteer for a national not for profit organisation
- Training available

