

About the role – District Media & Communications Team Member

Outline role description

Outline:

Members of the District Media & Communications Team will work together to promote the District's activities, achievements and events through effective communications and management of media channels. The team will help to raise the profile of Scouts in the community, celebrate young people's successes and ensure consistency of messaging across platforms.

This role provides a unique opportunity to help transform communication with our volunteers across the District as well as parents, young people, and the wider community. We are looking for 4 or 5 volunteers to join the team, ranging from those with existing expertise in this area to those with a keen interest and who are eager to learn.

The Media & Communications Team is part of the wider District IT Sub-Team within the District Support Team

Responsible to:

District IT, Media & Communications Team Leader

Accreditations for this role:

None

Main contacts:

District Lead Volunteer, District Support Team Leader, District Leadership Team Members, Members of District Teams, Volunteers and Young People from Groups across the District.

Appointment requirements:

This is an adult appointment, and applicants must be aged 18 years or above. Team Members must successfully complete the Welcome process (including acceptable personal enquiries and acceptance of The Scout Association's policies). All relevant learning must be completed during the appointment, and ongoing safeguarding, safety, and first response training must be completed.

Main tasks:

Create and share engaging content, as follows:

- Work with others to create and share photos, videos and stories from Scouts events and activities
- Contribute content for the District's social media accounts, website and newsletter
- Ensure that communications follow Scouts brand guidelines and safeguarding standards
- Liaise with local press and media to promote positive news stories across the District
- Support promotional campaigns to recruit new members and volunteers

Help volunteers find what they need

- Aid effective communication in the District, helping ensure volunteers can engage with our activities and access the information they need to fulfil their roles

Transform technology usage

- Support the implementation of innovative technological solutions to improve efficiency across the District

Knowledge, skills and experience:

Knowledge of or experience in one or more of the following subjects is desirable:

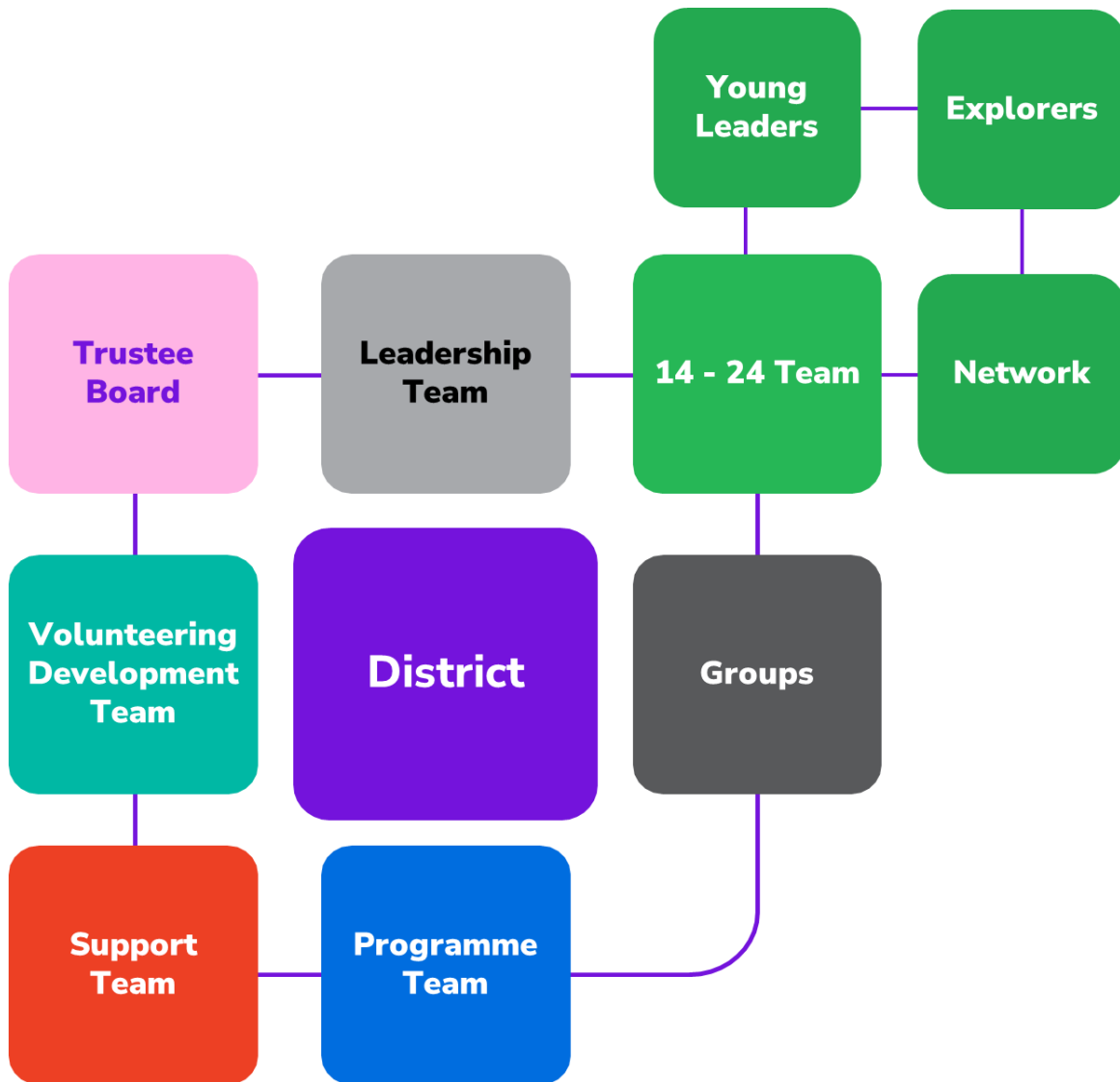
- A keen interest in photography, videography, copywriting, graphic design or web design
- Good written and verbal communication skills
- Familiarity with social media platforms and content creation tools

Opportunities for growth:

Joining the District Media & Communications Team offers the chance to:

- Develop your own skills in media, communications and public relations
- Be part of a supportive team that values creativity and communication
- Make a positive impact in the community by helping to share the impact of Scouts

Structure and Function of Teams in South West Cheshire



District Leadership Team: leads, inspires, and motivates volunteers in South West Cheshire.

Trustee Board: provides governance to ensure the District is run safely and legally.

Volunteering Development Team: ensures volunteers in the District are welcomed, supported and well looked after.

Support Team: ensures the smooth running of the District.

Programme Team: supports the District's section teams to work together and delivers events and activities under the District banner.

14-24 Team: supports volunteers in Explorer, Young Leader and Scout Network Section Teams to ensure that great programmes are planned and delivered for young people in this age range.

What does the District Support Team do?

The District Support Team ensures the smooth running of the District, managing money, resources and assets.

The Support Team's tasks include:

- Help to grow Scouting by managing the joining enquiries process, matching potential new members to Groups with the space to accommodate them.
- Working with Groups and other District Teams to open, close or merge Groups and Sections to suit local demand and in line with the District's growth plan.
- Creating and maintaining relationships with other community organisations to [help Scouts grow](#) and [further our reach](#) into more communities.
- Creating a positive image of Scouts in the local community, showing that Scouts is [inclusive and open to all](#).
- Planning and running Fundraising events when they're needed to support the work of the District.
- Supporting effective processes in the District such as finance administration, IT and managing joining enquiries.
- Supporting the teams who look after District owned property, facilities and equipment - such as the District HQ & Scout Shop and Milldale Campsite.

As an IT Team Member, you'll work within the rest of your Team to help it accomplish its tasks. The responsibilities of this role are defined in the role description on pages 1 and 2.