



**It starts with Scouts.**

### **Deputy Council Commissioner – Communications**

<b>Accountable to:</b>	Council Commissioner
<b>Term:</b>	Appointed annually by the Council Commissioner in consultation with the DNC Communications. Shall not hold office for more than three (3) consecutive years.
<b>Time required:</b>	12 to 20 hours per month
<b>Scope of position:</b>	Acts as a member of the National Communications Team supporting the DNC Communications and Scouts Canada in the delivery of consistent application of the brand promise and the associated national communications priorities. In addition, supports the Council in the development of internal communications that engage members enabling them to live the brand – consistent with the Scouts Canada Brand (strategy, priorities and methodologies).

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#### **SUMMARY**

Working closely with the DNC Communications, National Internal Communications Team, Council Key 3, and Council Leadership Team, develops effective communications that increases member (volunteer and youth) and parental (prospective and current) engagement and quality programming in support of retention, targeted recruitment and brand awareness.

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#### **DUTIES & RESPONSIBILITIES**

##### **Communications**

- Ensure alignment of Council generated media with Scouts Canada brand and Communication Plan.
- Develop Council communications activities and plans that implement the Scouts Canada Communications Plan and associated priorities and actions within the National Communications Framework & approved strategy.
- Working closely with the Council Key 3, act as the primary council focal point to ensure the flow of accurate and timely communications to Scouts Canada's target audiences: Scouters, Parents, Youth, and Potential Parents.

##### **Member Engagement**

- Develop effective communications materials through Scouts Canada's Brand Centre that engage the membership and showcase the impact of the Scouting program.
- Leverage member networks through word of mouth campaigns like Bring a Friend to recruit new youth.

##### **Strategic Planning**

- In collaboration with the National Marketing & Communications volunteer team and Scouts Canada staff, assist with business planning and meeting organizational objectives within the Council.
- Support Council growth plans, events and recruitment activities.

##### **Tactical Tools**

*Note: These can become individual responsibilities within a larger Council Communications Team*

- Utilizing the Constant Contact Platform, coordinate & distribute regular e-communications & newsletters promoting upcoming events, important news and sharing stories of great Scouting adventures.
- Note: Council newsletters utilize a common Scouts Canada brand and format, while benefitting from shared stories from the councils across Canada.
- Using social media, build an online community within the Council.
- Develop and deliver key content with the Council website.



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## QUALIFICATIONS

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The ideal candidate will have:

- A communications or marketing background and appropriate qualification or experience. (Desired)
- Creative communication skills, able to communicate clearly and professionally both verbally and in writing. (Requirement)
- Demonstrates a commitment to Scouting Mission, and principles. (Requirement)
- Demonstrates a commitment to work with and mentor / coach youth. (Requirement)
- Demonstrates commitment to the Scouts Canada Brand and understand the requirements and expectations of working within a 'franchise model'.
- Registered as a member of Scouts Canada. (Requirement)
- Ability to work collaboratively with staff & volunteers (Council Key 3, DNC- Marketing & Communications, Director of Communications, Internal Communications Lead) to problem solve, make decisions and manage projects. (Requirement)
- Basic knowledge of available methods to communicate with members- i.e. e-mail, web pages, social media, graphic design. (Requirement)
- Experience as a volunteer Scouter – youth program or group committee (Asset)
- Understand challenges of effective communication between various levels of Scouting. (Asset)
- Familiar with MyScouts database, and report generation. (Asset)