

**VOLUNTEER
VACANCY PACK
ASSISTANT REGIONAL
COMMISSIONER
(COMMUNICATIONS)**

ABOUT SCOUTING



Every year we help 400,000 Young People in the UK enjoy new adventures; to experience the outdoors, interact with others, gain confidence and have the opportunity to reach their full potential. And it's not just Young People who can get in on the action. Working alongside our youth members are thousands of adult volunteers, with a huge variety of roles and opportunities available.

To find out more visit www.scouts-scotland.org.uk

Volunteering With Us



Volunteering with us is easy, fun and offers many opportunities for gaining externally-recognised qualifications. Why not strengthen your CV while making a real impact on the lives of Young People?

How much time you give is up to you, and you don't need any previous experience. We have a huge variety of roles to suit everyone, and whatever you choose we'll make sure you're properly trained and supported.

How You Can Help



We're looking for someone with communication and media skills or who wants to enhance their communication and media skills. Want to give something back to the community? As Assistant Regional Commissioner (Communications) you will lead the media and communications work within the Scout Region, and work to present a positive public image of Scouting.

Up For The Challenge?



Thank you for your interest in volunteering with The Scout Association. Contained in this pack is a role description and person specification for the role above. If you think you are the right person for this role, or if you know someone who might be, please complete the nomination/application form at the end of the document and return it to the address at the bottom of the form. If you would like more information or if you'd simply like to discuss the role please get in touch with:

Name: Phone:
Email:

Scottish Headquarters

Tel: 01383 419 073
Email: shq@scouts-scotland.org.uk
Web: www.scouts-scotland.org.uk
Facebook: www.facebook.com/scottish.scouts

Information Centre

Tel: 0845 300 1818
Email: info.centre@scouts.org.uk
Web: www.scouts.org.uk
Facebook: www.facebook.com/scoutassociation

ROLE DESCRIPTION

Assistant Regional Commissioner (Communication)

This vacancy is for

Name of Scout Region	
Located	

This Region has

Number of youth members	
Number of adults	

The Regional Commissioner is	
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Purpose of the role

The Assistant Regional Commissioner (Communications) is a key role which has responsibility for ensuring that Scouting in the Region is appropriately promoted using various media channels, and that communication tools are used effectively to make and keep in contact with both internal and external audiences.

The role also requires the right individual to:

- Provide leadership of Scouting in the Region
- Ensure that good quality Scouting is delivered to Young People
- Develop Scouting in the Region
- Promote and maintain the policies of The Scout Association
- Positively manage and support adults, defining role and responsibilities

Responsible to

Regional Commissioner

Main Contacts

Regional Commissioner, Scottish Headquarters Commissioner (Communications), Assistant Regional Commissioners, Regional Advisers, Regional Executive, District Commissioners, Group Scout Leaders, other local communications volunteers, Young Spokespeople, Chief Executive and staff at Scottish Headquarters (particularly the Communications Officer), Scottish Headquarters Commissioners, Scottish Headquarters Advisers, other statutory and voluntary youth organisations, local authorities, the media, members of the public

Appointment requirements

- Understand and accept The Scout Association's policies
- Satisfactory PVG clearance
- Completion of a Wood badge within 3 years of appointment, including manager specific modules as detailed in the Adult Training Scheme

Main Responsibilities

- The development and implementation of a Communications strategy for the Region
- Promote the Movement and the Region in particular in a positive light
- Ensure effective, regular communication to both internal and external audiences
- Ensure the Scouting “image” and “message” is of consistently high standard and quality
- Contribute to the development, implementation, support and monitoring of the Regional Development Plan

Core Tasks

Work in partnership with the Regional Team to

- Produce and implement a Regional Communications Strategy
- Review progress, standards and effectiveness of Communications strategy on an annual basis

Work in partnership with the Regional Team and Assistant Regional Commissioner (Development)

- To produce a Regional Development plan and contribute to production of District Development Plans
- To contribute to the annual review process

Work in partnership with the Regional Executive

- Keep the Executive advised of financial and other resource requirements
- Attend regular meetings of the Regional Executive

Work in partnership with District Teams

- To encourage Districts and Groups to promote Scouting locally
- Hold regular meetings to discuss current issues, share good practice
- Arrange visits to Districts and Groups to collect “good news stories” and promote to local Media
- Gather news, event plans, AGM and similar meeting planning and promote to wider audience
- Develop and maintain a list of local Media contacts
- Monitor local Media coverage and feedback to Scottish and UK Headquarters PR teams
- To devise, develop and support local “awareness” schemes or campaigns to promote Scouting
- To ensure effective communications exist between Scottish and UK Headquarters and Section Leaders
- Monitor effective use of Membership Management System
- Takes on board equality issues at all times in relation to the role
- Represent Regional Commissioner within Region when appropriate
- Represent Region at meetings with other Assistant Regional Commissioners
- Communicate views expressed arising from meetings with Regional Team
- Inform Scottish Headquarters of Regional and District communications needs and issues
- Liaise with Scottish Headquarters Commissioners and Advisers as appropriate providing updates on Media coverage
- Develop and maintain good working relationships and seek contacts both internal and external to Scouting within the Region
- Show personal commitment to The Scout Association’s aims and training

Person Specification

Should be able to demonstrate

- The ability to communicate (verbal and non-verbal) to a wide variety of audiences including the public, media, large groups and on an individual basis
- Creativity in regard to message management and medium
- IT skills
- Ability to motivate and enthuse others
- Ability to deliver as promised
- High level of interpersonal skills
- Initiative

Nomination and application form

Assistant Regional Commissioner (Communications)

If you think you know just the right person for this role, or are interested in the role yourself, please complete the form below

Name of nominee or applicant			
Address			
Telephone	Daytime	Evening	
Email			
Membership number			

Please explain why this person is suitable for this role, including relevant professional and voluntary experience from inside or outside Scouting (refer to role description)

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Please describe the relevant skills that this person has for the role

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Please outline why you felt motivated to complete the nomination/application

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Please complete this section if you are nominating someone else for this role

Nominated by			
Address			
Telephone	Daytime	Evening	
Membership number (if applicable)		Date	

This form should be returned to _____ by _____