

# The UK HQ Volunteer Local Communications Support Team Member

We're looking for a fantastic team of people who are passionate about supporting others to get Scouts noticed. We want our team to support volunteers around the country to elevate how they communicate the fantastic work they do internally and externally.

## What the team will do

This is a hugely exciting opportunity for the right people to be part of a new team, designed to offer guidance to our local communications volunteers. The right support could have a really significant impact on elevating how a group is perceived at a local level – and in turn help with recruitment of adults and young people and in building advocacy.

We're looking for people who understand the power of strong, clear communication and are passionate about helping local teams with this.

You'll have experience in identifying and communicating a good story and an understanding of the processes that need to be put in place to be able to share them far and wide.

We want people with a wide range of skills to help troubleshoot activity in areas such as:

- Effective use of Social Media
- Internal Communications
- External Communications
- Technical know-how and the importance of branding
- Writing for print
- Writing Press Releases
- Pitching stories
- Liaison with local media
- Empowering our Youth Membership on how to talk about Scouts.
- Helping others learn

# Team Member – Job Description

The overall aim is support local media and communications teams and youth commissioners to manage internal and external content as effectively and consistently as possible so that they can tell their Scout stories.

## Tasks for the whole team

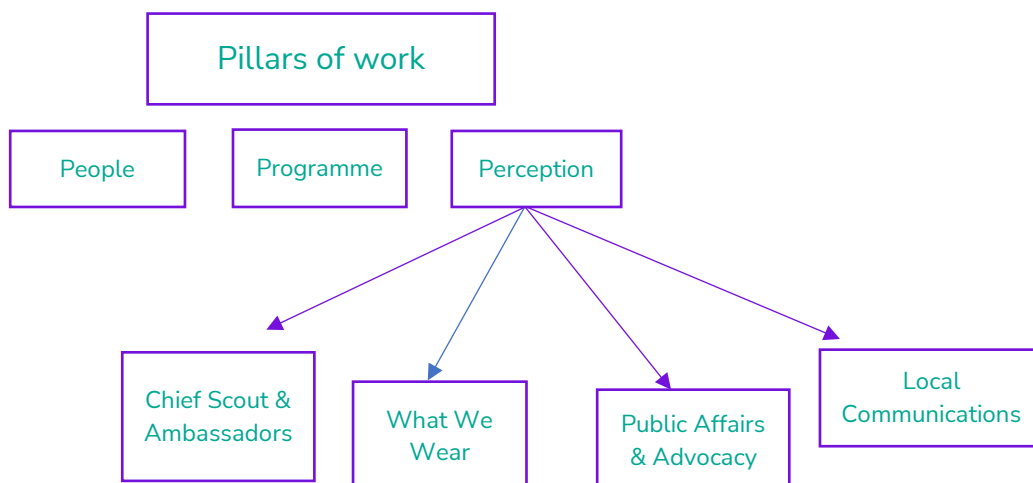
This is a team task list, so you will share these tasks between the team based on skills, interests and availability.

### Support our volunteers in telling the Scout story

- Explore ways to introduce and promote communications in teams where its currently not a priority
- Be a team player, and deliver on tasks. Attend and contribute in team meetings so that we can all move forward together.
- Keep up to date with the latest best practice and news
- Support the design of new processes and tools for communications
- Receive and action feedback and suggestions for improvements on the process
- Ensure alignment to Scouts brand and style
- Attend communications workshops to learn new skills and refresh existing skills
- Be a consistent point of support, guidance and contact for local communications volunteers.
- Help create resources to support volunteers in their communication journey
- Support and contribute at in-person and virtual training sessions for volunteers around the country.

## Who's in the team

- Team Leader
- Team Members
- HQ Communications Team



# Meet the team

Nisha Patel, UK Lead Volunteer for Perception

Hello! We know the power of Scouting and the impact it can have on the life of a Young Person and Volunteers. I'm always blown away by the excellent achievements by Scouts all over the country and as a radio and TV producer for more than twenty years, I recognise that there's even more we can do to share all the great work we do. I'm really passionate about bringing together a team who can help support and elevate the work of local comms teams so that we can share the joy of Scouting with even more people.



Adam Jollans, UK Perception Team Member



Hi – I'm Adam, and I'm a marketing and communications manager in my day job. In Scouting I've been an Explorer Scout Leader, led a large English County as County Commissioner, and co-created the Young Spokespeople programme. I know how much impact good communications can have, and I want to help local comms teams deliver outstanding internal and external PR

Amy Brunson, UK Perception Team Member

Within Scouting I've had the pleasure of leading External Communications for 25 World Scout Jamboree and the Young Correspondents programme in North America 2019. As a young person I graduated from the Young Spokesperson course in 2007 and haven't looked back. This experience inspired me change my career path and go to study PR. By day I'm a digital communications specialist working in the technology industry focusing on content creation and social media. I am passionate about giving our young people and volunteers the skills to create great content and tell their stories.



Simon Carter - Head of Media Relations



I am Head of Media Relations at the Scouts and a lead volunteer at a large Scout group in Hertfordshire. The Media Relations Team works with national media outlets, TV, Radio, Newspapers and online news and supports local volunteer teams to deliver local communications campaigns. I am always looking for ways to tell the Scout Story and having a wider team to support local story telling is very exciting.