

Communications Team Leader



Responsible to: County Commissioner

Relationships-
Internal: All members of the Movement
HQ PR Team
County Communications Team
County Web Team
County Office
Events Teams

External: Local media
Members of the public

Job Summary: Manage the activities of the Communications Team so that its various activities contribute to a coherent approach to internal communications and external publicity. Manage the Communications team budget.

Immediate Role: Review current communication and publicity methods and develop a plan for the next 2-3 years to improve internal and external communication (bearing in mind that this post is itself the result of a county review).

Main Activities: Lead the Communications Team.
Co-ordinate activities of communication team members (e.g. webmaster, content editor, media manager, technical comms operators etc) so that communications are improved both internally and externally.
Recruit members to the Communications Team when their skills may be of good service (NB a team to manage and man the County Trailer is an early essential) – the Communications Team could be quite a large umbrella, with a smaller management core for regular meetings.
Manage the Communications Team budget.
Attend and report to County Team meetings.

Overview: 'Lead the Communications Team' says it all really. This post requires 'people skills', administrative and organisational skills, good contacts within county Scouting and externally, a good knowledge of Scouting, and the capacity to lead both from the front and from behind. There is no particular need for technical skills as these will be provided by others, but technophobia would be a disadvantage in leading a 21st century communications team.