

# Media Manager



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| Responsible to:             | County Commissioner<br>Communications Team Leader   |
| Relationships-<br>Internal: | All members of the Movement<br>HQ PR Team<br>County Communications Team<br>County Web Team<br>County Office<br>Events Teams   |
| External:                   | Media press & broadcast<br>Members of the public  |
| Job Summary:                | Improve image of Scouting in Leicestershire by achieving media publicity for what Scouting actually is and does.  |
| Immediate Role:             | Review current PR situation and propose a PR plan for the next 1-2 years.   |
| Main Activities:            | <p>Build up and maintain a list of personal contacts in the local media.</p> <p>Seek out and identify local good news stories within county Scouting and promote these to the county media (all types), using appropriate angles and 'hooks' to gain media editors' interest.</p> <p>Write basic media stories for distribution to contacts along with photos.</p> <p>Take - or arrange to be taken by another person - high quality digital photos to accompany news stories (NB this will require the use of a good digital camera set to take images at largest size/highest quality – advice can be given on suitability of any model).</p> <p>Involve young people in providing information and reporting on Scouting activity – the creation of a team of Young Reporters would be welcomed.</p> <p>Encourage young people to go on Young Spokesperson training, keep contact with those who have done such training and use them appropriately to increase media interest and coverage.</p> <p>Encourage districts to appoint someone with responsibility for promoting Scouting to their local media and remind event teams of the need for an event leader to have specific responsibility for media publicity.</p> <p>Liaise with all other county personnel involved with media publicity (district, major events, groups) and where possible ensure co-ordinated rather than isolated activity.</p> <p>Liaise with HQ PR team on a regular basis, attend training and conference days and get to know the HQ team.</p> <p>Act as necessary on the HQ team's monthly podcast briefing.</p> <p>Be available as far as possible and be prepared for radio interviews as requested and maintain a list of others who could also respond to media interview requests (production of a national/Leics Scouting facts 'crib sheet' would be a useful aid for interviewees).</p> <p>Keep abreast of Scouting facts, policies, initiatives, innovations and changes.</p> |
| Overview:                   | <p>The holder of this post need not be a 'great writer' but should be able to write basic press release material covering the salient facts and highlighting an angle or point of interest that will attract an editor's attention. There will be provision to pass such basic press releases to someone with good writing skills for enhancement and return. Similarly digital photos can be emailed to someone for improvement prior to sending to the media. With these technical areas catered for, the most important aspect of this post resides in the 'people skills' of developing and maintaining good personal contacts with people working in the local media, developing a team of (young) reporters, and developing strong contacts with county Scouting 'on the ground' for sourcing stories. In brief, it is a post that involves the skills of journalism.</p>   |