



**Use your skills to  
help young people  
gain theirs.**

**Media Development Manager**



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# About us

We're Scouts and everyone's welcome here. All genders, races and backgrounds. Every week we give almost half a million people aged 6-25 the skills they need for school, college, university, the job interview, the important speech, the tricky challenge and the big dreams: the skills they need for life.

At a time when communities are becoming more divided, we bring people together. When many young people are struggling to find purpose and belonging, Scouts helps them develop skills, confidence and a sense of hope. We inspire positive futures and help young people find their place in the world by developing the character, employability and practical skills they need to succeed.

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**'Scouts made me a do-er and a give it a go-er. Made me question and listen and have a wide-open mind. Scouts made me take a deep breath and speak up. Made me think on my feet, made me see the big picture, made me ignore the butterflies and go for it. Scouts made me get back up and try again. Made me think about what's next, and plan for it. Made me jump in, get muddy, give back and get set.'**

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## What do Scouts do?

Scouts take part in a wide range of activities as diverse as kayaking, abseiling, expeditions overseas, photography, climbing and zorbing. As a Scout you can learn survival skills, first aid, computer programming or even how to fly a plane. There's something for everyone. It's a great way to have fun, make friends, get outdoors, express your creativity and experience the wider world.

## What do volunteers do?

Helping young people develop skills for life is only possible thanks to our team of adult volunteers, who support Scouts in a wide range of roles from working directly with young people, to helping manage a local community based Group, to being a charity Trustee. We help volunteers get the most out of their experiences at Scouts by providing opportunities for adventure, training, fun and friendship.

Our award winning training scheme for volunteers means that adults get as much from Scouts as young people. Our approach focuses on what you want to get out of volunteering with Scouts, while respecting how much time you can offer. Over 90% of Scout volunteers say that their skills and experiences have been useful in their work or personal life.

# Our strategic plan

**By 2023 we will have prepared more young people with skills for life, supported by amazing leaders who deliver an inspiring programme. We will be growing, more inclusive, shaped by young people and making a bigger impact in our communities.**

Society is changing. In often fragmented communities, the pressures and expectations on young people are increasing. The future is uncertain. Scouts has never been so important in helping young people prepare for the future, developing the skills they need to succeed in a changing world. Each week almost half a million young people enjoy fun, friendship and outdoor adventure. They develop a sense of optimism and strong values as well as the leadership and team working skills that are more valuable today than ever.

Our movement achieves remarkable things. Our previous plan, Scouting for All, inspired new Groups and sections to start in an additional 834 areas of deprivation since 2013. We now help over 460,000 young people aged 6-18 (including the highest number of girls in our history) get the best possible start in life.

Now we want to go further. Skills for Life is a strategy that supports and empowers our volunteers who are the people that make Scouts a reality. It's a strategy to bring communities together and contribute towards a better society. But most of all, it's a strategy for young people. They deserve the best skills, the best support, and the best possible futures.

## Skills for Life

Our plan to prepare better futures 2018-2023

### Our vision

By 2023 we will have prepared more young people with skills for life, supported by amazing leaders who deliver an inspiring programme. We will be growing, more inclusive, shaped by young people and making a bigger impact in our communities.

### Our mission

Scouting actively engages and supports young people in their personal development, empowering them to make a positive contribution to society.

### Our values

We act with care, respect, integrity, cooperation, exploring our own and others' beliefs.

### Our goals

We will achieve the following goals against our four objectives:

#### Growth

- 50k more young people
- 10k more Section Leaders
- 5k more Young Leaders

#### Inclusivity

- The demographic of adult volunteers reflects society
- In 500 more areas of deprivation

#### Youth Shaped

- 250k young people shape their Scouting each year
- 50% young people achieve top awards

#### Community Impact

- 250k young people making a positive impact in their local communities each year
- 50% young people achieve top awards

### Our three pillars of work

To meet these objectives, we will focus on three pillars of work:

#### Programme

A fun, enjoyable, high quality programme consistently delivered and supported by simple (digital) tools.

#### People

More, well trained, better supported and motivated adult volunteers, and more young people from diverse backgrounds.

#### Perception

Scouting is understood, more visible, trusted, respected and widely seen as playing a key role in society today.

**'I believe that Scouts empowers young people. It gives them skills to achieve the remarkable, and opportunities to develop a deeper understanding of the rapidly changing world.'**

**Tim Kidd, UK Chief Commissioner**

# Our values

## Integrity

We say what we mean and when we make a promise, we keep it.

## Respect

We listen to others, explore our differences and work to find common ground.

## Care

Scouts are friends to all and think of others before themselves.

## Belief

We believe passionately in improving the lives and life chances of young people and helping them explore and develop their beliefs and attitudes.

## Cooperation

Scouting is about teamwork. We believe that when we work together we achieve more than we can on our own.

# Our key policies

All members follow our key policies. The policies cover:

## Child Protection

## Equal Opportunities

## Religion

## Safety

These policies are fully explained on our website at <http://scouts.org.uk/about-us/key-policies/>

## Did you know?

- 9 out of 10 parents think their children would benefit from learning skills for life
- 83% of parents think Scouts helps young people develop skills for life
- 9 out of 10 UK adults think Scouts develop empathy
- 9 out of 10 UK adults think Scouts develop active listening skills 11 of the 12 people to walk on the moon were Scouts.
- Scouts have stood on the summit of Everest and at the South Pole.
- Scouts are public spirited – all our leaders are volunteers and nearly half (47%) volunteer outside of Scouts too.
- Over 160,000 adult volunteers in Scouting learn new skills, make new friends and make a positive impact in their communities.
- We offer over 200 activities from abseiling and coding to drama and water-zorbing.
- Over a quarter of UK Scouting's membership is female.





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# The role

## Role description

**Purpose:** To improve the public image of Scouting by providing information and facts about Scouting to appropriate media outlets

**Responsible to:** Assistant District Commissioner (Perception)

**Main contacts:** District Commissioner, Deputy District Commissioner, Assistant District Commissioner (Perception), Social Media Manager, Website Manager, members of the District Team, County Media Team, adult volunteers, members of the public and the media (print, broadcast & web)

**Main tasks:** The following are the 'General' duties of the role which will be made more specific in accordance with the needs of the District on appointment to the role.

- To seek out and identify local good news stories happening in Scouting and promote these to the local media
- To regularly promote the image of modern Scouting organisation to media groups via local 'awareness' campaigns
- To develop and maintain a list of local media contacts & skills
- To liaise with the County Media team & HQ PR team on a regular basis, giving updates on coverage and asking for any assistance required
- To monitor local media coverage and to feedback success stories to local Scouting, the County Media Team and the HQ PR team
- To encourage Scout Groups to appoint a person to promote Scouting and to work with them to promote Scouting
- Support the Assistant District Commissioner (Perception) in devising and maintaining a rolling 12-month media & communications plan

Working closely with the Assistant District Commissioner (Perception), Social Media Manager and Website Manager will be the key to the success of this role.

**Terms of appointment:** To understand and accept the policies of the Scouts, have a satisfactory DBS Clearance, and complete Module 1, GDPR, Safety & Safeguarding training modules within 5 months of the appointment

**Expenses:** Expenses in line with the District Expenses Policy will be paid

## Person specification

### Skills and abilities:

- Excellent ability to communicate effectively, orally and in writing including an ability to speak and present publically in a clear and articulate way
- Able to work quickly and flexibly often to tight or moving deadlines
- Able to create engaging and informative communications
- Experience in a communication or media role
- A good understanding of Scouting
- Ability to provide advice and guidance effectively to others
- Ability to contribute to strategy development and identify practical actions to achieve strategic objectives
- Can build, maintain and facilitate effective working relationships with a wide range of people
- Ability to enable others to identify issues and support them with workable solutions
- Plans, manages and monitors own tasks and time
- Ability to use technology, especially mobile email, to carry out a range of tasks
- Able to pull together information to produce quality on-brand experiences
- Ability to motivate and support people in a voluntary environment

### Knowledge and experience:

### Personal qualities:

- An understanding of the needs of adult volunteers
- Flexible approach
- Self-motivated
- Able to work as part of a team and promote good teamwork
- Acceptance of the fundamentals of the Scouts

## How to apply

Please contact Will Hazell, Deputy District Commissioner, for an informal discussion about the role in the first instance on 07748 753200 or [william.hazell@gdscouts.org.uk](mailto:william.hazell@gdscouts.org.uk).