



It starts with Scouts.

**Tout commence
avec les Scouts.**

**Scouts Canada
Tri-Shores Council**
531 Windermere Road
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DEPUTY COUNCIL COMMISSIONER – MARKETING AND COMMUNICATIONS VOLUNTEER POSITION DESCRIPTION

Accountable to: Council Commissioner
Term: Appointed annually by the Council Commissioner. Shall not hold office for more than three (3) consecutive years.
Time required: 3 to 5 hours per week (on average)
Scope of position: Developing internal and external communications and marketing of Scouts Canada

Responsibilities:

Work closely with the Council Key 3, and Deputy Council Youth Commissioner – Mar Comm, Council Leadership Team and Area Leadership Teams with a focus on internal communications and transparency. The DCC MarCom will ensure that member have convenient access to updates and information.

- Attend and participate in Council Leadership Team meetings.

Membership:

- Work with the Area Support Managers in developing marketing material and strategies to establish new groups.
- Promote recruitment of new members through spring registration, Bring a Friend marketing material and strategies.
- Develop and Maintain a council map showing locations of Areas and groups within the areas

Communication:

- Develop a Council communication Strategy
- Market Scouts Canada within the Council.
- Manage the flow of accurate and timely communication on Scouting matters to specific target groups within the council
Maintain a distribution list of council members; developed through MyScouts
- Develop, implement, and evaluate an annual promotion and communication plan across the Council in collaboration with the National communications strategy
- Develop, direct and maintain strategies using emerging communications and social media technologies to strengthen communications including: newsletters, brochures, social media and websites.
- Develop and maintain the Council Web site.

Program Support:

- Provide support in the preparation of Council special events marketing materials.



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- Assist in planning, as related to marketing and communication, of Council fund raising events and initiatives such as Popcorn, Scout Trees, donors, and grant applications.

Program Evaluation:

- Ensure compliance with Scouts Canada's Policies, Procedures and Program Standards.
- Raise brand awareness with the organization's target membership markets (external), and sponsors, partners and members (internal)

Volunteer Recruitment and Development Strategy:

- Establish a team to accomplish Council objectives related to marketing and communications.
- Liaise with the National Communications and Marketing team regularly

Qualifications:

The ideal candidate will have:

- Two or more years experience as a Scouter.
- Completed Wood Badge training for one or more program Sections.
- Creative communication skills, able to communicate clearly and professionally both verbally and in writing
- Demonstrates a commitment to Scouting Mission, Principles and Practices through personal development and sound management practices.
- Registered as a member of Scouts Canada.
- Understand challenges of effective communication between various levels of Scouting.
- Experience with current and emerging technology commonly used in societies communication, including, social media, graphic design and web pages
- Familiar with MyScouts database, and report generation
- Demonstrated leadership, management, problem solving and decision making skills
- Ability to inspire confidence, team effort and leadership in others