

County Media Team

Outline: To improve the public image of Scouting

Responsible to: County Commissioner & County Media Manager

Main Contacts: County Media Manager, Members of the Movement, District Media Development Managers, HQ Media and PR Team, The Media (Press, Broadcast, Web) and Members of the Public,

Appointment Requirements: Module 1, Essential Information must be completed.

General Main Tasks:

- Be aware of and value the “Scout brand”
- To seek out and identify local “on brand” good news stories happening in Scouting
- Craft and develop a media package to support the story (Images, Quotes, video, release, Data, etc)
- Deliver the media event/Story
- To monitor local media coverage and to feedback success stories to local Scouting and HQ PR team
- Devise and maintain a rolling 12 months media plan that includes targets and outcomes
- To develop and maintain a list of local media contacts
- To liaise with HQ Media and PR team on a regular basis, giving updates on coverage and asking for any assistance required
- Take part in monthly briefing meetings
- To encourage Scout Groups to appoint a person to promote Scouting and to work with them to promote Scouting
- Work with and support young spokespeople to help craft and communicate the story
- Maintain regular contact with Young Spokespeople and motivate and encourage them in their work
- Identify future Young Spokes People
- Share good practice
- To encourage Districts to appoint District Media Development Manager (and support)
- Liaise with local web master and newsletter editors to ensure the consistency of the brand and messages.

Note: any other specific tasks are to be agreed with the County Commissioner.