



It starts with Scouts.

**Scouts Canada
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Council Team Leader - Scout Popcorn

Job Description

Appointed by: Council Commissioner

Reports to: Council Key 3

Term Limit: 3 years

Objective: The Council Team Leader - Scout Popcorn ensures that every group achieves their Scout Popcorn goal so Scouts have a lot of fun discovering new things and experiences they wouldn't have elsewhere.

Relationships

The Team Leader has broad contacts throughout the council including:

- Council Key 3
- Area Key 3's
- Group Commissioners & Administrators
- Group Scout Popcorn Coordinators
- Scouts Canada Revenue Development Department
- Local businesses including warehouses, trucking companies and media

Principal Responsibilities:

1. Work closely with the Council Key 3 to recruit, screen, orient, train, coach and evaluate a team that is able to help every group achieve their Scout Popcorn goal.
2. Plan and organize sales support and logistics including:
 - a. Working with the Council Key 3 to set the council sales goal;
 - b. Stakeholder communications;
 - c. Group Coordinator training;
 - d. Group campaign planning;
 - e. Local advertising, as directed by Scouts Canada's Marketing & Communications Department;
 - f. Warehouse and delivery.
3. Help every Group plan and organize their Scout Popcorn campaign including:
 - a. Recruiting volunteers to organize and conduct the campaign including local marketing and logistics;



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- b. Engage youth, parents and Scouters in the campaign including group goal setting, campaign kickoff events, and sales training;
 - c. Conducting the group campaign activities, maintaining enthusiasm and urgency throughout;
 - d. Encourage the community to support Scouting by purchasing Scout Popcorn;
 - e. Receiving and delivering the product to customers.
4. Regularly review campaign plans and activities including an end-of-campaign evaluation.
 5. Participate in the Scouts Canada Scout Popcorn network.

Qualifications:

- Experience in sales and/or marketing management;
- Effective team management skills;
- Effective Communications skills;
- Demonstrated project management skills;