



Scouts Canada
White Pine Council
Central Ontario Service Center
10 Kodiak Cres. Unit 120
Toronto, ON, M3G 3G5

Deputy Council Commissioner - Public Relations
White Pine Council

VOLUNTEER POSITION DESCRIPTION

Accountable To: Council Commissioner

Term: Appointed annually by the Council Commissioner.

The DCC C Public Relations shall not serve more than three (3) one year renewable terms consecutively.

Time required: 5 to 8 hours per week (on average); potential of 1 - 2 weekends per year.

Scope of Position:

The mandate of the DCC Public Relations is to:

1. Prepare a public relations program designed to reach individuals internally within WPC and externally
2. Target goals for membership growth, brand awareness and positive publicity in local media outlets
3. Act as an ambassador for scouting identifying and encouraging individuals within WPC to consider future new roles within scouting to further their own development
4. Serve as a public relations resource within WPC
5. Communicate key Council and Area messages and initiatives to their intended audience
6. Facilitate communication within the council to ensure that all youth, scouters and parents feel that they know and understand what is happening within the Council which pertains to them
7. Ensure that all communications sent on behalf of Council Leadership Team (CLT) or National Leadership Team (NLT) are consistent with the vision, goals and objective of the Council and Scouts Canada

Responsibilities:

1. Apply the "Key 2" concept and collaborate with their equivalent colleague on the Council Youth Network where possible
2. Act as the coordinator for planning and delivering all key messaging from CLT and NLT
3. Develop strategies for ensuring message delivery and action by recipients
4. Measure and evaluate the effectiveness of different strategies over time
5. Take ownership of all WPC social media platforms and the content posted therein
6. Actively promote and seek new content for WPC social media platforms

7. Develop publicity for the council by means of the press, television, radio, Internet social media, events and other methods
8. Promote the benefit of scouting membership resulting in more actively engaged scouters leading to greater retention and more membership
9. Promote Scouting membership within WPC using traditional and on-line social media platforms
10. Raises brand awareness with Scouts Canada's target membership (external) and with sponsors, partners and members (internal)
11. Actively participate as a member of the Council Leadership Team

Qualifications:

1. Background in marketing or advertising either professionally or through education an asset
2. Excellent communication skills
3. In-depth knowledge of social-media landscape(Facebook, Twitter, Snapchat, LinkedIn)
4. Persuasive writing skills
5. Has proven ability to inspire confidence, team effort and leadership in others
6. Understanding of the goals and principles of Scouts Canada program or willingness to learn
7. A keen desire to help drive membership growth and retention
8. A passion for clear, concise and effective communication
9. A willingness to train and mentor others who will assist in this role
10. Knowledge of volunteer demographics and the challenges facing Scouts Canada's volunteers
11. Presently a member in good standing or willing to become a registered member of Scouts Canada

To Apply for this Position:

Please email randie.jacobs@scouts.ca with a resume and a CV subject line "White Pine Council Deputy Council Commissioner - Public Relations Application" by June 23, 2017.