



White Pine Council Deputy Council Youth Commissioner Marketing & Communications



White Pine Council Youth Network is seeking applications for a Deputy Council Youth Commissioner– Marketing & Communications.

The Deputy Council Youth Commissioner– Marketing & Communications (DCYC MarCom) works as an equal with the Deputy Council Commissioner – Marketing & Communications (DCC MarCom) to manage Marketing and Communications for White Pine Council, specifically looking at Social Media engagement. They are also a member of the White Pine Council Youth Network Leadership Team.

Role:

Working with the DCC MarCom and Council Youth Commissioner (CYC):

- Develop and maintain effective strategies for the use of emerging communications and social media
- Achieve Council objectives for improving internal and external communications and marketing technologies
- Raise brand awareness with Scouts Canada’s target membership (external) and with sponsors, partners, and members (internal)
- Attend and participate in Council Leadership Team

In consultation with the White Pine Council Youth Network (CYN):

- Organize and administer communications for the CYN (emails, Facebook)
- Actively attend and support CYN initiatives and leadership throughout the year
- Represent CYN at events at council

Ideal Qualifications:

The DCYC MarCom should be enthusiastic, committed to Scouting, and possess a positive attitude. He or she should responsibly have the time available to excel in this role, and have taken or is willing to take leadership development training.

Beneficial Knowledge:

- Scouts Canada’s Programs and Resources
- By-laws, Policies and Procedures
- Scouts Canada’s Mission
- National Youth Network structure and initiatives

Recommended Skills:

- Time Management and planning
- Teamwork and leadership
- Familiarity with social media, electronic and paper communication tools
- Excellent communications skills: ability to communicate clearly and professionally both verbally and in writing

If you are interested in taking on this exciting role, please send an email to evelyn.robertson@scouts.ca by **March 10, 2017** with a cover letter and a resume outlining your Scouting experience and the skills you can bring to the DCYC role. Please include your name, contact information and current Scout Group. In the subject line of the email, include “DCYC – MarCom Posting”.