

ROLE DESCRIPTION
Council Communications Advisor
White Pine Council

Accountable to: DCC Volunteer Support
Appointment made in consultation with the Council Key 3.

Term: Appointed annually, to a maximum of 3 consecutive terms.

Time Required: 3 to 5 hours per week; potential for 2 to 3 weekends per year.

Major Responsibility:

- Works with volunteers and staff to provide meaningful support to the Scouters of White Pine Council with a focus on internal communications and transparency. The Council Communications Advisor will ensure that members have convenient access to updates and information as they become available and that there is a spirit of two-way communication throughout White Pine Council.

Duties and Responsibilities:

1. Actively participates as a member of the Council Support Team working towards the successful implementation of the Volunteer Support Strategy.
2. Develops and works towards Council Communications Strategy:
 - a. Oversees communication processes within the Council.
 - b. Provides support and guidance to Areas working on Communication Projects.
 - c. Develops digital and paper communication channels to youth and volunteers and is responsible to web site content management.
 - d. Increases understanding of brand promise with Scouts Canada's members.
 - e. Constantly improves transparency between Council and Area Leadership as well as with the Council Membership.
 - f. Ensures membership has opportunity for two way communication with Council and Area Leadership.
3. Works with the Council Marketing Advisor to develop, direct and maintain strategies to use emerging communication and social media technologies to strengthen internal communications and engage members in conversation.
4. Develops, implements and evaluates the annual communication plan for the Council.
5. Liaise with National Communications and Marketing team regularly.
6. Communicates on a regular and timely basis with the Council Commissioner and other Council stakeholders; reports all progress and difficulties encountered.

Qualifications:

- Creative communication skills;
- Familiarity with electronic and paper communication tools as well as social media;
- Demonstrated leadership, management, problem solving and decision making skills;
- Has proven ability to inspire confidence, team effort and leadership in others;
- Excellent communication skills: ability to communicate clearly and professionally both verbally and in writing; and
- Demonstrates a commitment to Scouting Mission, Principles and Practices through

personal development and sound management practices.