

Role Title: Deputy District Commissioner – Perception

Overview

This vacancy is for Deputy District Commissioner (Perception) of Ely District Scouts, which operates in the county of Cambridgeshire. At the last annual census, we had over 500 youth members between the ages of 6 and 18 involved in our Beaver, Cub, Scout, Explorer and Young Leader sections.

There are over 200 adult volunteers, who undertake various roles including:

- Working directly with young people.
- Managing and supporting other adults.
- Sharing expertise in programme and activities.
- Supporting elements of the programme through Scout Active Support Units as well as the Scout Network which provides development activities for adults aged 18-25.

The Deputy District Commissioner (Perception) will work with members across the District to promote our brand values, deliver positive external communications, publicise scouting's modern vibrant appeal and ensure that our communities know that scouting exists and how their children can access it. This role, in partnership with the District Commissioner, District team and Groups will support the District to provide effective internal communication, and to ensure Scouting is understood, visible, trusted and respected.

The role is open to anyone interested in developing media and communications provision, and no previous scouting experience is required.

Role Description

Purpose:

- As a member of the District Leadership Team the DDC (Perception) works in partnership with the District Team and the District Executive Committee to define District perception policies and to manage and coordinate the practical delivery of our brand to our membership and the public.;
- A key purpose of the role is to improve the level of support provided to our membership in all areas of media and to identify best practice in promoting the value and approach of Scouting.
- The appointee will oversee district communications channels including web and social media. The DDC (Perception) will encourage best practice for both internal and external communications, ensuring compliance with GDPR.

Appointed by:

- District Commissioner (with the approval of the District Appointments Advisory panel).

Responsible to:

- District Commissioner

Responsible for:

- Media Teams, Communications Teams

Internal contacts:

- District Executive Committee, other District Team members, County & HQ Specialist Advisors, other external organisations specialising in relevant aspects of media, Group Scout Leaders.

Time commitment:

- The time required is flexible, however you would be expected to attend regular District Meetings plus any relevant County and Group meeting(s) as required. To be effective it is anticipated you should be able to commit on average some 2-3 hours per week.

Terms of appointment:

- The completion of a Manager and Supporter Wood Badge relevant to the Deputy District Commissioner (Perception) appointment.

Expenses:

- All out of pocket of expenses will be reimbursed

Person Specification

Responsibilities:

- Providing guidance, advice and up-to-date information to the District Commissioner and District Team in matters of perception, including attendance at District Team meetings;
- Raising and supporting the awareness of the importance of high quality, on brand communication - energising and inspiring young people, adult volunteers and

- partners to achieve it;
- Researching and analysing to identify communication needs and opportunities within the District;
- Supporting the District Executive Committee (and sub-Committees) to ensure that perception and branding policies are defined and followed, including attendance at District Executive Committee meetings if required;
- Manage the District website, social media, printed media and email - increasing and improving the resources available as necessary;
- Leading and managing District media releases for events and news – including identifying the most appropriate places for these releases;
- Working with County & HQ Specialist Advisors for Media and Communications to make specialist advice and support available to the Scout District as needed (including, but not limited to, training, working with the media, technical skills and publications);
- Managing any volunteers that would support the Perception policies of the Scout Association and the District;
- Collaborating closely with others to ensure good training and support for all volunteers with all aspects of branding and communication, including relevant technical skills.

Personal qualities:

- Have a good understanding of HQ brand and vision documents;
- Understand the importance of diversity and inclusion in meeting the aims of the Scout Association;
- Proven ability to build, develop and maintain an effective working relationship with both senior management and teams of adult volunteers;
- Be enthusiastic, proactive and able to enthuse others about diversity and inclusion;
- Be able to travel across the District and have the time necessary to undertake the role effectively;
- Promote District events;
- Be able to lead project teams;
- Have good written and oral communication skills;
- Be computer literate;
- Be able to work well in meetings;
- Possess good presenting and facilitating skills;
- Be articulate;
- Have the ability to speak publicly;
- Be persuasive;
- Be able to work within predefined limits (for examples timescales and budgets);
- Accept the policies and rules of The Scout Association;
- Willing to become a member, take The Scout Association Promise and wear the Scout Uniform;
- Accept and promote Scouting's fundamentals and the implementation of the youth programme.

How to apply / nominate

The closing date for applications / nominations is Friday 28th June 2019.

Process

For an informal, confidential, discussion email: dc@elydistrictscouts.org.uk

Complete the application form (Appendix A) / nomination form (Appendix B) and submit by the closing date.

E-mail to dc@elydistrictscouts.org.uk or

post to

John Wells

Ely District Scouts

60 Twentypence Road

Wilburton

Ely CB6 3PU

All applications / nominations will be considered by Monday 8th July 2019. Relevant interviews and presentations will then be arranged for shortlisted candidates – dates and venues TBC. Appointees are expected to be in role by the beginning of September.

Appendix A – Application Form

If you would like to apply for the role of DDC – Perception please complete this form

Name	
Telephone number	
E-mail address	
Current role (s) in scouting (if applicable)	

Please outline briefly why you want to apply for this role

Please briefly explain why you would be suitable for this role, including professional and voluntary experience (refer to role description and key tasks)

Please describe the skills and attributes you would bring to this role (refer to person specification)

Appendix B – Nomination Form

If you know the right person to take on the role of DDC Perception and would like to nominate them please complete this form (note that nominating an individual does not commit them to applying)

Insert details of the person you are nominating here	
Name	
Telephone number	
E-mail address	
Current role (s) in scouting (if applicable)	

Please outline briefly why you felt motivated to nominate this person for the role
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Please briefly explain any relevant experience, skills or attributes you feel they would bring to this role (refer to role description and key tasks)

Insert your details here	
Name	
Telephone number	
E-mail address	
Have you told this person that you have nominated them?	