

# Role description for an ... Area Media Development Manager



Item Code FS330010 Date May/04 Edition no 1

0845 300 1818

**Title:** Area Media Development Manager

**Outline:** To improve the public image of Scouting by providing information and facts about Scouting to appropriate media

**Responsible for:** N/A

**Responsible to:** Area Commissioner

**Main Contacts:** Area Commissioner, Area Scout Executive Committee, Members of the Movement, District Media Development Managers, HQ PR Team, Agent 2:007, The Media (Press, Broadcast, Web) and Members of the Public,

**Appointment Requirements:** Module 1, *Essential Information* must be completed

“General” Main Tasks	“Specific” Tasks Agreed with the Area Commissioner
<ul style="list-style-type: none"> <li>To seek out and identify local good news stories happening in Scouting and promote these to the local Media</li> </ul>	
<ul style="list-style-type: none"> <li>To regularly promote the image of modern Scouting organisation to media groups via local “awareness” campaigns</li> </ul>	
<ul style="list-style-type: none"> <li>To develop and maintain a list of local media contacts</li> </ul>	
<ul style="list-style-type: none"> <li>To attend training days and develop media skills</li> </ul>	
<ul style="list-style-type: none"> <li>To liaise with HQ PR team on a regular basis, giving updates on coverage and asking for any assistance required</li> </ul>	
<ul style="list-style-type: none"> <li>To monitor local media coverage and to feedback success stories to local Scouting and HQ PR team</li> </ul>	
<ul style="list-style-type: none"> <li>To encourage Scout Groups to appoint a person to promote Scouting and to work with them to promote Scouting</li> </ul>	
<ul style="list-style-type: none"> <li>Share good practice</li> </ul>	
<ul style="list-style-type: none"> <li>To encourage Districts to appoint District Media Development Managers</li> </ul>	

The Scout Information Centre

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