

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



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**Title:** County Media Development Manager

**Outline:** To improve the public image of Scouting

**Responsible to:** County Commissioner

**Main Contacts:** Members of the Movement, District Media Development Managers, HQ Media and PR Team, 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 County Commissioner
• Be aware of and value the “Scout brand”	
• To seek out and identify local “on brand” good news stories happening in Scouting	
• Craft and develop a media package to support the story (Images, Quotes, video, release, Data, etc)	
• Pitch these stories to Print, Online Radio and TV outlets	
• Deliver the media event/Story	
• To monitor local media coverage and to feedback success stories to local Scouting and HQ PR team	
• Devise and maintain a rolling 12 months media plan that includes targets and outcomes	
• To develop and maintain a list of local media contacts	
• To liaise with HQ Media and PR team on a regular basis, giving updates on coverage and asking for any assistance required	
• Take part in monthly briefing meetings	
• To encourage Scout Groups to appoint a person to promote Scouting and to work with them to promote Scouting	
• Work with and support young spokespeople to help craft and communicate the story	
• Maintain regular contact with Young Spokespeople and motivate and encourage them in their work	
• Identify future Young Spokes People	
• Share good practice	
• To encourage Districts to appoint District Media Development Manager (and support)	
• Liaise with local web master and newsletter editors to ensure the consistency of the brand and messages	

**The Scout Information Centre**

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