

# Role description for a Media Development Manager



**0845 300 1818**

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**Title:** Media Development Manager (MDM)

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

**Responsible to:** County Commissioner

**Main Contacts:** Members of the Movement, District Media Development Managers (DMDM), 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
<ul style="list-style-type: none"> <li>Be aware of and value the "Scout brand"</li> </ul>	
<ul style="list-style-type: none"> <li>To seek out and identify local "on brand" good news stories happening in Scouting</li> </ul>	
<ul style="list-style-type: none"> <li>Craft and develop a media package to support the story (images, quotes, video, release, data, etc)</li> </ul>	
<ul style="list-style-type: none"> <li>Pitch these stories to print, online, radio and TV outlets</li> </ul>	
<ul style="list-style-type: none"> <li>Deliver the media event/ story</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 teams</li> </ul>	
<ul style="list-style-type: none"> <li>Devise and maintain a rolling 12 month media plan that includes targets and outcomes</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 liaise with HQ media and 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>Take part in monthly briefing meetings</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>	

**The Scout Association**

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<ul style="list-style-type: none"><li>• Work with and support young spokespeople to help craft and communicate the story</li></ul>	
<ul style="list-style-type: none"><li>• Maintain regular contact with young people who have been media trained to motivate and encourage them in their work</li></ul>	
<ul style="list-style-type: none"><li>• Identify future young people who could be media trained</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 Manager (and support)</li></ul>	
<ul style="list-style-type: none"><li>• Liaise with local web master and newsletter editors to ensure the consistency of the brand and messages</li></ul>	