

Role description for a District Media Development Manager



Title: District Media Development Manager

Outline: To ensure effective internal and external communications within the District and improve the public image of Scouting by providing information and facts about Scouting to appropriate media

Responsible for: N/A

Responsible to: District Commissioner

Main Contacts: Members of the Movement, County Media Development Manager, HQ PR Team, The Media (Press, Broadcast, Web) and Members of the Public,

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

- Working with the District PR Adviser, seek out and identify local good news stories happening in Scouting and promote these to the local Media
- To regularly promote the image of modern Scouting organisation to media groups via local “awareness” campaigns
- To develop and maintain a list of local media contacts
- To attend training days and develop media skills
- To liaise with HQ PR team on a regular basis, giving updates on coverage and asking for any assistance required
- Working with the District PR Adviser, monitor local media coverage and to feedback success stories to local Scouting and HQ PR team
- To encourage Scout Groups to appoint a person to promote Scouting and to work with them to promote Scouting
- Share good practice
- To produce the District newsletter “Christchurch Capers” on a regular basis and working with the District Secretary, ensure it’s effective distribution to members of Scouting in Christchurch and other interested parties.

Christchurch and District Scout Council

District Commissioner: Mark Flexman 20 Portfield Close, Christchurch. BH23 2AH

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President The Mayor of Christchurch **Vice-President** The Earl of Malmesbury DL **Founder** Robert Baden-Powell OM **Chief Scout** Peter Duncan
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