

DEPUTY COUNCIL COMMISSIONER - COMMUNICATIONS

Accountable To:

Council Commissioner

Term:

Appointed annually by the Council Commissioner.

The DCC Communications shall not serve more than three (3) years consecutively.

Time required:

5 to 10 hours per month (on average); potential of 1 - 2 weekends per year.

Scope of Position:

The mandate of the DCC Communications is to ensure that:

- Key Council and Area messages and initiatives are effectively communicated to their intended audience
- All youth, Scouters and parents feel that they know and understand what is happening within the Council which pertains to them
- All communications sent on behalf of Council Leadership Team (CLT) or National Leadership Team (NLT) are consistent with the vision, goals and objective of the Council and Scouts Canada

Responsibilities:

- Act as the coordinator for planning and delivering all key messaging from CLT and NLT
- Develop strategies for ensuring message delivery and action by recipients
- Measure and evaluate the effectiveness of different strategies over time
- Take ownership of all FVC social media platforms and the content posted therein
- Promote Scouting membership within FVC using traditional and on-line social media platforms
- Actively participate as a member of the Council Leadership Team

Qualifications:

- Background in marketing or advertising either professionally or through education
- In-depth knowledge of social-media landscape
- Persuasive writing skills
- Understanding of the goals and principles of Scouts Canada program
- A keen desire to help drive membership growth and retention
- A passion for clear, concise and effective communication
- A willingness to train and mentor others who will assist in this role
- Knowledge of volunteer demographics and the challenges facing Scouts Canada's volunteers
- Registered as a member of Scouts Canada in good standing