

Role description for a ...

Group Media Development Manager



Title: Group Media Development Manager

Outline: To improve the public image of Scouting.

Responsible for: N/A.

Responsible to: Group Scout Leader, Group Chairman.

Main Contacts: Group Scout Leader, Group Chairman, Parents / carers of the section members, Section Leader, Assistant Section Leaders, Section Assistants, District Media Development Manager, County Media Development Manager (District & Group Support), HQ media and PR team, the media (press, broadcast, web) and members of the public.

Appointment Requirements: To understand and accept The Scout Association's policies, have a satisfactory CRB clearance, completion of Essential Information (Module 1) as detailed in the Adults Personal File and The Scout Association's Adult Training Scheme.

Main Tasks	Tasks Agreed with the Group Chair and Group Scout Leader
<ul style="list-style-type: none"> • Be aware of and value the "Scout brand" • To seek out and identify local "on brand" good news stories happening within the Scout Group • Craft and develop a media package to support the story (images, quotes, video, release, data, etc) • Pitch these stories to local print, online and radio outlets • To develop and maintain a list of local media contacts • Identify young people who could be media trained 	