

CASCADIA COUNCIL – SCOUTS CANADA

JOB DESCRIPTION

DEPUTY COUNCIL COMMISSIONER – MARKETING AND COMMUNICATION

Accountable to: Council Commissioner
Term: Appointed annually, to a maximum of 3 consecutive terms
Time Required: 3 to 5 hours per week; potential for 2 to 3 weekends per year

Major Responsibility:

Works with volunteers and staff to ensure strong internal and external communication to members, prospective members and general public.

Duties and Responsibilities:

1. Actively participates as a member of the Council Leadership Team.
2. Establishes and achieves Council objectives that relate to improving internal and external communication and marketing.
3. Oversees communication policies of the Council.
4. Develops digital and paper communication channels to youth and volunteers and is responsible to web site content management.
5. Develops, directs and maintains strategies to use emerging communications and social media technologies to strengthen internal and external communications.
6. Raises brand awareness with Scouts Canada's target membership (external) and with sponsors, partners and members (internal).
7. Develops, implements and evaluates the annual promotion and communication plan for the Council.
8. Oversees fundraising and is accountable for the execution and profitability of fundraising events and initiatives.
9. Communicates on a regular and timely basis with the Council Commissioner and other Council stakeholders; reports all progress and difficulties encountered.
10. Liaises with the National Communications Team and is the Council lead on any Cascadia working group or committee for marketing and communication.

Qualifications:

1. Creative communication skills.
2. Familiarity with electronic and paper communication tools and social media.
3. Demonstrated leadership, management, problem solving and decision making skills.
4. Has proven ability to inspire confidence, team effort and leadership in others.
5. Excellent communication skills: ability to communicate clearly and professionally both verbally and in writing.
6. Demonstrates a commitment to Scouting Mission, Principles and Practices through personal development and sound management practices.