

# Role description for a ... District Media Development Manager



Item Code FS330043 Date May/04 Edition no 1 (103369)

0845 300 1818

**Title:** District Media Development Manager

**Outline:** To 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, Agent 2:007, 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 District Commissioner |
|---|--|
| <ul style="list-style-type: none"> <li>To seek out and identify local good news stories happening in Scouting and promote these to the local Media</li> </ul>     |  |
| <ul style="list-style-type: none"> <li>To regularly promote the image of modern Scouting organisation to media groups via local "awareness" campaigns</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 attend training days and develop media skills</li> </ul>  |  |
| <ul style="list-style-type: none"> <li>To liaise with HQ 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>To monitor local media coverage and to feedback success stories to local Scouting and HQ PR team</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>     |  |
| <ul style="list-style-type: none"> <li>Share good practice</li> </ul>   |  |

**The Scout Association**

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