

# ROLE DESCRIPTION

Communications Team Leader

## Purpose of the role

The Communications Team Leader is a key role which provides support and strategic development to the communications strategy.

## Responsible to

- Chief Commissioner

## Responsible for

- Communications Officer – External
- Communications Officer – Internal
- Communications Officer – Brand

## Appointment requirements

- Understand and accept The Scout Association of Malta's policies

## Main Responsibilities

- Actively promote delivery of good quality Scouting to young people
- Promote and maintain the policies of The Scout Association of Malta
- Promote better communications in all areas of Scouting in Malta
- Deliver a key contribution to the development, implementation, support and monitoring of the Association's Communications Strategy
- Provide support and advice to groups in developing and implementing communications strategies
- Develop and deliver initiatives to promote Scouting in Malta as a modern, relevant and vibrant co-educational youth organisation
- Contribute to the Development Plan with specific reference to Communications
- Build relationships with appropriate external bodies
- Actively participate during the Association's Annual General Meeting and national conferences

## Core Tasks

- Produce and implement a Communications Strategy
- Support groups to develop their own Communications Strategies and take steps to ensure the Scout Association of Malta's strategy is being coordinated/integrated such that they complement/enhance each other
- Identify and support initiatives to improve Communications with and between members of Scouting in Malta
- Identify and support initiatives to promote Scouting to the wider community in Malta, including the development/promotion of strategies to enable Adult Members to "speak up" about Scouting in their local communities
- Ensure appropriate Youth Involvement in all areas of work, including the development/promotion of strategies to enable Youth Members to "speak up" about Scouting in their local communities
- Review progress, standards and effectiveness of Communications Strategies on an annual basis
- Develop and maintain good working relationships and seek contacts both internal and external to Scouting within Malta and abroad where necessary

## Person Specification

### Essential

- Knowledge and creativity in regard to existing and new methods of communication
- The ability to communicate (verbal and non-verbal) and relate to a range of people and be able to effectively chair meetings
- High level of interpersonal skills
- Ability to lead, motivate and enthuse others
- Ability to set measurable targets and deliver as promised
- Able to demonstrate initiative and independent working
- Approachable at all reasonable times
- Sufficient time for the role including weekend and mid-week commitments

### Desirable

- Experience in the field of media, public relations and/or public affairs
- Management and leadership experience in Scouting
- Ability to speak confidently in a public form