

ROLE DESCRIPTION

Communications Officer – Brand

Purpose of the role

Assist in building The Scout Association of Malta's strategies and tactics to promote and deliver Scouting information and stories to the Adults and Youth within the Association.

Responsible to

- Communications Team Leader

Responsible for

- None

Appointment requirements

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

Core Tasks

- Maintain The Scout Association of Malta's brand
- Work with Groups to support them on the usage of The Scout Association of Malta's brand
- Liaise with the internal range of IHQ staff teams to produce correctly branded material
- Assist in the training and development of mixed teams of volunteers to promote good and proper use of the Association's brand
- Monitor the media for incorrect / correct use of The Scout Association's brand and report on it
- Assist with on-going media campaigns
- Disseminate good brand practice to volunteer teams across the Association and bring good practice to the organisation
- Provide professional advice, support and training for adult volunteers

Person Specification

Essential

- Ability to Monitor and report on project/initiative Budgets.
- Work to deadlines and pay attention to detail.
- Prioritise work load in a busy environment.
- Build and maintain relationships with people at all levels and of all ages.
- Demonstrate an excellent telephone manner.
- Demonstrate an ability to help others learn.
- Absorb information quickly.
- Be proficient in use of the latest design tools, for example Adobe Photoshop, Adobe Illustrator etc.
- Understand and apply internet new media technology.
- Produce own correspondence and have accurate keyboard skills.
- Use the internet to carry out research.
- Work on their own initiative and as part of a team.

Desirable

- Authoritative knowledge of Scout Movement and culture.
- Demonstrate a clear writing style (e.g. reports, briefing papers, letters).