

# ROLE DESCRIPTION

Media Officer

## Purpose of the role

Assist in building The Scout Association strategies and tactics to promote and deliver inspiring Scouting Stories to the media

## Responsible to

- Asst. Commissioner for Admin – Public Relations

## Responsible for

- None

## Appointment requirements

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

## Core Tasks

- Create public relations and media campaigns to promote Scouting.
- Work with media production/broadcast companies during media events and opportunities.
- Communicate with retained media agencies and contractors when working on specific delegated projects
- During critical incidents offer management support to local volunteers
- Act as a credible spokesperson for The Scout Association in all media aspects, often at short notice during anti-social hours.
- Build and maintain a set of media contacts.
- Liaise with the internal range of HQ staff teams to produce relevant articles for the web, magazine, booklets etc
- Assist in the training and development of mixed teams of volunteers skilled in media work to promote relevant good Scouting news stories.
- Seek out inspiring stories about Scouting. Research and develop these stories, write press materials and sell in the stories to the most appropriate media outlets.
- Monitor media management tools and systems. Use these tools and systems to provide analysis in order to measure the success of our media work
- Manage and assist with on-going media campaigns.
- Disseminate good media practice to volunteer teams across the Association and bring good practice to the organisation.
- Provide professional advice, support and training for adult volunteers.
- Coach Spokespeople for media interviews
- Assist in managing reactive events and deal with press enquiries following serious incidents and write and issue press releases and other copy when required relating to these events.
- Provide a regular and reliable “out of hours” first point of contact for Members and the wider Maltese population and provide support service for emergencies, critical incidents and all out-of-hours media enquiries.

## 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 Word, Excel, Access and Outlook.
- 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).