



Information Pack for the Role of Manager, Communications

World Scout Bureau, Global Support Centre,
Kuala Lumpur, Malaysia

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Creating a Better World

World Scouting

"The Mission of Scouting is to contribute to the education of young people, through a value system based on the Scout Promise and Law, to help build a better world where people are self-fulfilled as individuals and play a constructive role in society."

The **World Organization of the Scout Movement** (WOSM) is one of the largest youth organisations in the world. Scouting is a grassroots educational youth movement that is truly bottom-up in its structure and approach in engaging young people from all over the world.

World Scouting today is a confederation of 172 National Scout Organizations (NSOs) in a network of over 57 million members in more than one million local community Scout groups. Some five million members are adult volunteers who support local activities resulting in a huge multiplier effect.

Through peer-to-peer leadership supported by adults, each local Scout Group embraces the same set of values illustrated in the Scout Promise and Law. Each of our one million local Scout Groups follows a similar system of non-formal education suited to the unique aspects of their local community.

WOSM is an independent, worldwide, non-profit, and non-partisan organisation, which serves the Scout Movement through its NSO members. Its purpose is to promote unity and the understanding of Scouting's purpose and principles, while facilitating its expansion and development.

The **World Scout Bureau** (WSB) is the Secretariat of WOSM. It comprises of approximately 130 professional staff, based in nine locations worldwide:

- Belgium, Brussels (Europe Support Centre)
- Egypt, Cairo (Arab Support Centre)
- Kenya, Nairobi (Africa Support Centre)
- Malaysia, Kuala Lumpur (Global Support Centre)
- Panama, Panama City (Interamerica Support Centre)
- Philippines, Makati City (Asia-Pacific Support Centre)
- Switzerland, Geneva (Europe Support Centre)
- Switzerland, Geneva (Global Support Centre)
- Ukraine, Kiev (Eurasia Support Centre)

Job Description

Position Title:	Manager, Communications
Reports to:	Global Director, Communications
Location:	World Scout Bureau Global Support Centre in Kuala Lumpur, Malaysia
Duration:	3-year contract, renewable

Summary

The Manager, Communications will be responsible for the writing, editing, production and promotion of communications materials primarily for internal audiences and stakeholders, including National Scout Organizations as members of the World Organization of Scout Movement (WOSM). The candidate will lead the writing and distribution of content for circulars (institutional communications), websites, blogs, e-blasts, annual reports, online publications and speeches. As a key member of the global communications team, the successful candidate will manage the Bureau's editorial services and Members Portal on Scout.org, and oversee the translation of content into official and working languages. This role is based in Kuala Lumpur, Malaysia and works closely with key stakeholders, including Regional Support Centres (RSCs) and National Scout Organizations (NSOs).

Responsibilities:

- Develop and implement communications plans, materials and key messages for WOSM's communications channels, with a primary focus on internal and institutional communications.
- Serve as a lead editor and writer for the organisation, overseeing all editorial services and quality assurance for communications materials using the WOSM style guidelines.
- Write, edit and proofread content for a wide variety of communications, including circulars (institutional communications), e-blasts, blogs, publications and speeches.
- Source stories and support the Scout Movement's storytelling efforts.
- Manage the writing and production of annual and bi-annual reports.
- Support the production and distribution of communications for World Scout Events, including the Conference, Jamboree, Moot and JOTA-JOTI.
- Act as a [WOSM Services](#) lead for the support area of communications, overseeing the delivery of communications services to National Scout Organizations.
- Prepare ScoutPak and circulars (institutional communications) for distribution to National Scout Organization leadership using Mailchimp.
- Manage the writing of website content for the Scout.org Members Portal, and post content to scout.org and event websites using Drupal and WordPress.
- Support the engagement of the Global Scouting Communications Network on Facebook Groups to improve internal communications and disseminate information to National Scout Organizations worldwide.
- Manage the World Scout Bureau's translation services and oversee collaboration with the WOSM Languages Team of volunteers to produce content in WOSM's official and working languages.
- Support speechwriting for the Secretary General, Chairperson of the World Scout Committee and other members of the Senior Management Team as needed.
- Work closely as a member of the global communications team, coordinating communications and providing editorial guidance to World Scout Bureau staff, regional communications colleagues, and volunteers.
- Undertake other tasks as agreed with the Global Director, Communications.

Job Requirements

We are seeking a person who is able to

- Write, edit and proofread content in English for internal and external communications.
- Lead and manage content creation, translation services and membership communications.
- Produce content for websites, blogs, e-blasts, annual reports, online publications and speeches.
- Support the production of communications materials for World Scout Events.
- Lead projects together with World Scout Bureau staff and volunteers.
- Work closely with team members responsible for branding, graphic design, digital marketing and social media for the development and distribution of engaging content.
- Contribute to the overall work of the World Scout Bureau by playing an active role as a member of the “One World Scout Bureau” structure which involves team members in six Regional Support Centres around the world.

Experience

- Graduate degree in communications, public relations, journalism or equivalent experience.
- At least three years of experience in a non-profit, non-governmental organisation or international organisation.
- Experience managing teams of staff, interns and volunteers is desirable.
- Experience in project management which requires cross-team collaboration is desirable.
- Experience working with languages, interpretation and translation services desirable.
- Experience planning and managing communications for events is desirable.
- Experience working in an international and multi-cultural environment is desirable.
- Scouting experience on a national or international level is desirable.

Desired Knowledge and Skills

- Fluent in English, literacy in any of the other WOSM languages (French, Arabic, Spanish, Russian) considered a strong asset.
- Excellent communicator, in both written and verbal forms, with highly effective interpersonal skills.
- Excellent writer, editor and proofreader with strong attention to detail.
- Clear and concise writing style for a variety of audiences and channels, including speeches and scripts for events.
- Ability to work effectively under pressure and to handle multiple deadlines.
- Strong project management skills with an understanding of agile project methods.
- Experience with project management tools such as Smartsheet.
- Strong digital literacy with knowledge of Microsoft Office suite, Dropbox, Zoom Slack, and other digital collaboration tools.
- Experience in working with email direct messaging and email marketing campaign tools such as Mailchimp and other similar platforms.
- Experience with translation management tools such as Smartcat or other similar tools.
- Ability to support services related to the translation of key documents and materials into WOSM’s official and working languages.
- Proven capability of working with and safeguarding confidential information.
- Basic knowledge working with Content Management Systems or content publishing is considered a strong asset, including experience with Drupal or WordPress.
- Institutional knowledge of Scouting or other related non-profit organisation is an added advantage.

Personal qualities

- Strong work ethic, self-motivated, proactive and solutions orientated.
- Passionate about education and youth development.
- Team player with proven leadership skills.
- Ambition for continuous learning and professional development.
- Clear communicator who can work well with deadlines.
- Capable of working with volunteers, interns and staff at national, regional and global levels.
- Willing to occasionally travel overseas and work in evenings and weekends as required.

Summary of Employment

Terms and Conditions

The WSB offers a range of tangible and intangible working benefits. This is a full-time position with a contract of three years with an option to extend the contract subject to agreement by both parties.

- The salary paid on a monthly basis will be appropriate to the seniority of the role.
- The position is based in Kuala Lumpur, Malaysia.
- Contractual hours of work are a minimum of 40 hours per week, Monday through Friday, but additional hours may be required for the effective performance of the role for which there will be no additional remuneration. The successful candidate must be willing to work in the evenings and on weekends, when necessary.
- The holiday entitlement is 25 days per annum plus public holidays in the country where the position is based.
- The WSB has a pension plan, education scheme and a medical plan – full details will be provided upon employment.
- Relocation support will be provided.

The offer of appointment will be subject to:

- 3 satisfactory references.
- Verification of relevant qualifications.
- Confirmation of eligibility to work in Kuala Lumpur (or the ability to obtain the appropriate work permits, at the WSB's expense).
- Satisfactory completion of the probation period (3 months).

How to Apply

Applications should be submitted no later than 23:59 Kuala Lumpur time (GMT+8) on **Friday, 19 November, 2021** and should include:

1. A Curriculum Vitae with full details of education and career history.
2. A cover letter outlining your suitability for the role, relating your skills, knowledge and experience to the requirements of the job description. Your particular interest and motivation in applying for this role in Kuala Lumpur should also be outlined.
3. Contact information of at least two people who can provide employment references.

Applications and inquiries should be sent by e-mail to jobs@scout.org.

Ideally, the Manager, Communications will start no later than **1 January 2022**.

The World Scout Bureau is committed to making appointments on merit by a fair and open process, taking due account of equality and diversity.