



Information Pack for the Role of Social Media Coordinator

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

October 2021



SCOUTS[®]
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:	Social Media Coordinator
Reports to:	Manager, Digital Marketing
Location:	World Scout Bureau Global Support Centre in Kuala Lumpur, Malaysia
Duration:	3-year contract, renewable

Summary

The Social Media Coordinator will be responsible for representing and mobilising the Scout Movement on social media, communicating for the world's leading educational youth movement of over 57 million members and 172 National Scouting Organizations (NSOs). The Social Media Coordinator will develop and execute social media initiatives, including managing the organisation's social media strategy and digital campaigns, as well as the day-to-day management of World Scouting's accounts and inboxes.

Social media is the Scout Movement's key platform for external communications and engagement with hundreds of thousands of Scouts around the world. This position will leverage social media platforms to mobilise Scouts around causes they care about, encourage them to take action for a better world, and tell the story of Scouting in a way that's youth-friendly and easy-to-understand to an external audience.

As an integral part of the Communications Thematic Team, the successful candidate will support and advise colleagues in six Regional Support Centre offices on social media management and content creation and will play an active role in supporting NSOs in building their capacities in the areas of social media management, external communications and campaign building.

The Social Media Coordinator will also act as the main communications focal point for the flagship Messengers of Peace initiative by sitting on the Messengers of Peace Thematic Team and liaising with members of the Communications and Partnerships team to support communications requests from the initiative.

Responsibilities:

Social Media and Community Management

- Manage official World Scouting social media channels strategically on Facebook, Twitter, Instagram, LinkedIn and TikTok, including creating and publishing timely and compelling content for a global audience of more than 1 million followers across all channels.
- Lead community management of official social media channels, including moderating comments, responding to direct messages, managing Facebook groups, and sourcing user-generated content (UGC) to repackage for official channels.
- Contribute to the overall work of the Communications Thematic Team by playing a full and active role supporting Thematic Team colleagues in different Regional Support Centres to localise campaigns and manage regional social media accounts.
- Manage the communications for the Messengers of Peace initiative by playing an active role on the Messengers of Peace Thematic Team, sourcing stories from Scouts involved in the initiative, and responding to requests for support from Messengers of Peace colleagues in the Global and Regional Support Centres.
- Social listening online to monitor reputational risks to the WOSM brand and flag potential situations for follow-up.
- Analyse data and key social media analytics to improve overall performance of social media key performance indicators.

Content Creation and Campaigns

- With the Manager, Digital Marketing, create and manage editorial and content calendars for evergreen and coordinated campaigns.

- Populate and manage asset banks (on Trello), including those for evergreen Scouting content, user-generated content, Scouts for SDGs initiatives and World Scouting events.
- Work with the Influence Marketing Coordinator to identify and engage social media influencers and provide support to influencers and ambassadors.
- Field requests for social media promotion from members of other teams in the World Scout Bureau and create relevant content for upcoming launches and international days in accordance with the social media strategy and with partners where relevant.
- Source compelling stories demonstrating the impact of Scouting around the world, particularly as relevant to the Messengers of Peace, Earth Tribe and Scouts for SDGs initiatives.
- Create and manage advocacy campaigns encouraging Scouts to take action for the Sustainable Development Goals through initiatives like Messengers of Peace, Earth Tribe and Scouts for SDGs.
- Create and adapt visual content for social media using Canva or other creative content applications.
- Update Flickr with new photos from UGC content with appropriate credits and labels.
- Ensure WOSM social media content is as visually accessible as possible for our followers.

Event Communications

- Coordinate and host monthly live events on social media engaging Scouts and volunteers from around the world.
- Coordinate and supervise a volunteer team of moderators for World Scouting events, such as the World Scout Jamboree, World Scout Moot, JOTA-JOTI and World Scout Conference.

Capacity Building

- Lead the social media service area on [WOSM Services](#) keeping it up-to-date with relevant resources and supporting requests for one-on-one support from NSOs.
- Assist relevant staff or volunteers in utilising our social media publishing tools or using social media for pages they oversee (ex. Messengers of Peace).
- Work with staff and volunteers to oversee the Earth Tribe and WOSM Facebook groups to ensure consistent and engaging content.
- Assist the Safe from Harm team with messaging, posts and web content about social media and digital safety for young people.

Job Requirements

We are seeking a person who is able to

- Lead and manage content creation in English for social media channels and provide support with other external communications products as needed.
- Develop compelling, engaging and varied social media content, including stories, calls to action and user-inspired posts.
- Support the production of communications materials for World Scout Events.
- Be involved in projects together with World Scout Bureau staff and volunteers.
- Work closely with team members responsible for branding, graphic design, digital marketing and communications 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

- Relevant degree in communications, public relations, journalism or equivalent experience.
- Professional or volunteer experience working in a non-profit, non-governmental or international organisation and collaborating directly with volunteers, is considered a strong asset.

- Scouting experience and familiarity is considered a strong asset.
- 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 inter-personal skills.
- Excellent writer, editor and proofreader with strong attention to detail.
- Clear and concise writing style for a variety of audiences and channels, including various social media platforms 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, Trello and other digital collaboration tools.
- Experience in working with email and direct messaging.
- Experience with social media management tools is an asset.
- 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 organisations is an added advantage.

Personal qualities

- Strong work ethic, self-motivated, proactive and solutions-oriented.
- 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 for international staff.

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 Social Media Coordinator 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.