



Information Pack for the role of

Manager, Membership Growth

World Scout Bureau Global Support Centre,
Kuala Lumpur, Malaysia

January 2019



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 169 National Scout Organizations (NSOs) in a network of over 50 million members, in more than one million local community Scout groups. Some seven 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 approximately 120 professional staff, based in nine support centres 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)

Organisational structure

The **World Scout Conference** is the governing body, the "general assembly" of Scouting, and is composed of all the NSO members of WOSM. It meets every three years and its function is to consider the policy and standards of the Scout Movement throughout the world, formulate the general policy, and take the action required to further the purpose of the Movement.

The **World Scout Committee** (WSC) is the executive body of WOSM. It is responsible for the implementation of the resolutions of the World Scout Conference and acts on its behalf between its meetings. Every three years, 12 members of the WSC are elected (as voting members) for a maximum consecutive term of six years at the World Scout Conference.

The WSC has established six Scout Regions within WOSM, each comprising the NSO members within a geographical area. Each Region has a Regional Scout Conference, Committee, and Support Centre. The WSC also includes Ex-officio Members and six Regional Chairpersons, besides the Secretary General, the WOSM Treasurer, and a representative of the World Scout Foundation. Six Youth Advisors are additionally involved in the decisions and tasks of the WSC.

The **Secretary General** is appointed by the WSC and his role is to promote and safeguard the interests of the Movement. He is the Chief Executive Officer of WOSM and directs its Secretariat, the WSB.

The **Global Directors** are the leads of each of the four worldwide core business areas of the WSB: Scouting Development, Organisational Development, Communications and Partnerships, and Corporate Services.

The **Regional Directors** are the leads of each of the Regional Support Centres around the world, and are responsible for the services delivered to the NSOs in their constituency.

The **Director, EOSG** heads the Executive Office of the Secretary General and supports the Secretary General in providing an oversight to the operational work of the World Scout Bureau.

Manager, Membership Growth

Reports to: Global Director, Organizational Development
Location: World Scout Bureau Global Support Centre Kuala Lumpur, Malaysia
Duration: Three years

Position summary

The Manager, Membership Growth will be responsible for coordinating all initiatives in World Scouting related to supporting membership growth in National Scout Organizations (NSOs) as well as provide support on developing impact assessment studies of Scouting. The portfolio ranges from conceptual work and research over developing and delivering specific support initiatives, collaborating with the Regions as well as drafting clear and engaging reports for stakeholders. The successful candidate will ideally have a strong background in one of the global youth movements, network or membership organizations, a strong cross-cultural understanding and experience in working with volunteers to deliver on objectives.

Key responsibilities

- **Coordinate the WOSM Growth Agenda** on World and Regional level and embed it into a holistic strategy for Growth in Scouting, including:
 - **Coordinating with Regional Support Centres and volunteers the initiative to provide targeted support to NSOs** worldwide which have been selected based on their high growth potential, and facilitate the sharing of experiences and learnings to be replicated by other NSOs,
 - Coordinating the efforts of **membership census, reporting and beneficiary measurement**, ensuring a better understanding of the reach and impact of Scouting around the world.
 - Supporting the work on establishing short and long-term strategies for accepting new members to WOSM through collaboration with Regional Support Centres.
- **Develop resource materials for a [WOSM Service on membership growth](#)** (publications, toolkits, e-learning courses) with a team of volunteers and train WOSM Consultants to use these resources in a national context;
- **Follow up on the Growth Commitments towards 2020** made by WOSM's NSOs, and ensure they receive the necessary WOSM Services required to achieve their commitment.
- Research and support the development and implementation of **innovative ideas for growth** on national, regional and global level.
- **Support the impact assessment studies** of World Scouting, in coordination with the Manager, Monitoring & Evaluation:
 - To further roll out and innovate the impact assessment methodologies developed by World Scouting towards Regions and NSOs
 - To coordinate impact assessment studies, including scoping out, tendering to 3rd parties (universities, research agencies, ...) and subsequently oversee implementation
 - To keep abreast with impact assessment best practices and set up partnerships with relevant organisations / institutes in this field
- Provide **staff support to the volunteer groups** supporting WOSM's Growth & Impact initiatives on World and Regional levels

Requirements

The successful candidate will ideally have a strong background in youth movements, network or membership organizations (on either national, regional or international level), a strong cross-cultural understanding and experience in working with volunteers to deliver on objectives. First-hand professional experience in project / program planning, monitoring and evaluation and reporting within an NGO as well as experience in an international and/or multicultural environment will be considered an asset.

Qualifications and experience

- Educated to Master degree level in the area of social sciences or international development or able to demonstrate equivalence through experience.
- At least 5 years of work experience in an NGO working on youth and/or education issues, any experience in an international NGO would be considered an asset. Experience in Scouting is valuable but not a prerequisite.
- Experience in the field of education or community development would be considered an asset

Desired knowledge and skills

- Expert understanding of membership growth & development strategies in youth movements or networks at local, national and international levels
- High level of knowledge in collection and analysis of large amounts of data
- Knowledge of strategic planning, monitoring and evaluation
- Ability to write clear reports and concept papers and able to distil key messages from large amounts of information
- Experience in one or more of the following is an asset:
 - Designing and conducting research studies,
 - Quantitative and qualitative data collection and analysis,
 - Social impact studies and measurement.
- Experience of planning and delivering training sessions desirable
- Experience in working with volunteers essential
- Demonstrable computer literacy:
 - Microsoft Office expertise in a business environment required
 - Internet in a business environment (online collaborative tools, leveraging social media) required
 - Experience with online survey software (eg SurveyMonkey) desirable
 - Experience with business intelligence and analytics software (eg Tableau) desirable
- Ability to work and co-operate within an international and multi-cultural framework
- Ability to balance multiple tasks and work well independently and collaboratively
- Ability to diplomatically negotiate between different parties to ensure smooth cooperation towards a common goal
- Ability to communicate effectively in English (written/spoken). Literacy in French, Arabic, Spanish or Russian would be considered an asset.

Personal qualities

- Dynamic, open-minded, willing to learn, culturally sensitive
- Efficient, self-motivated, and proactive, with good organizational skills
- Personal commitment to organizational excellence; displays honesty, integrity and a strong sense of ethics in all actions and decisions.
- Emotionally intelligent, able to build and sustain positive relationships with key stakeholders;
- Able to work under tight deadlines with a problem-solving mentality
- Capable, as a staff member, of working with Scout volunteers at national, regional and world levels.
- Willing to frequently travel abroad, including occasional work in evenings and weekends

Summary of employment

Terms and conditions

The World Scout Bureau offers a range of tangible and intangible working benefits.

- This role is a full-time position with a contract of three (3) years. There may be 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 this role and will take into account the non-profit nature of Scouting.
- The role is based in Kuala Lumpur, Malaysia.
- The successful candidate will be expected to occasionally travel worldwide in carrying out the responsibilities of the role. Air travel is in economy class.
- Contractual hours of work are 40 hours per week, Monday to Friday. The successful candidate must be willing to occasionally work during evenings and weekends, for which reasonable time off in lieu may be given.
- The holiday entitlement is 25 days per annum, plus public holidays in the country where the position is based.
- The World Scout Bureau has a pension plan and medical plan.

The offer of appointment will be subject to:

- Two 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.

How to apply

Applications should be submitted at scout.org/jobs no later than 23:59 Malaysian time (GMT+7) on **20 January 2019**, 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. Your particular interest and motivation in applying for this role in Kuala Lumpur should also be outlined.
3. Contact information of at least two persons who can provide employment references

All enquiries should be emailed to jobs@scout.org.

Timeline

Ideally, the Manager, Membership Growth, should be onboard no later than **15 March 2019**.

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