



# Information Pack for the Role of **Manager, Internal Communications**

World Scout Bureau Global Support Centre,  
Kuala Lumpur, Malaysia

September 2019



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World Organization of the Scout Movement  
Organisation Mondiale du Mouvement Scout  
Всемирная Организация Скаутского Движения  
Organización Mundial del Movimiento Scout  
المنظمة العالمية للحركة الكشفية

## 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 170 National Scout Organizations (NSOs) in a network of over 50 million Scouts in more than one million local community Scout groups. Some seven million members are volunteers who support the 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 1.5 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 the World Organization. It comprises of 140 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)
- Philippines, Makati City (Asia-Pacific Support Centre)
- Panama, Panama City (Interamerica Support Centre)
- Switzerland, Geneva (Global Support Centre)
- Switzerland, Geneva (Europe Support Centre)
- Ukraine, Kiev (Eurasia Support Centre)

# Job Description

<b>Position Title:</b>	Manager, Internal Communications
<b>Reports to:</b>	Global Director, Communications and Partnerships
<b>Location:</b>	World Scout Bureau Global Support Centre in Kuala Lumpur, Malaysia
<b>Duration:</b>	3-year contract, renewable

## Summary

The Manager, Internal Communications will be responsible for the writing, editing, production and promotion of communications materials for internal audiences and stakeholders, including National Scout Organizations as members of the World Organization of Scout Movement (WOSM). The candidate will lead the development and promotion of engaging content for circulars, websites, blogs, e-newsletters, briefing documents, e-learning courses, annual reports, online publications, and email marketing campaigns. As a key member of the global communications team, the successful candidate will also support the editorial and digital marketing strategy of WOSM, as well as manage a team of interns and volunteers to support the translation of content into official and working languages. This role is based in Kuala Lumpur, Malaysia and works closely with key stakeholders including the Regional Support Centres (RSCs) and National Scout Organizations (NSOs).

## Responsibilities:

- Develop and implement communications plans, materials and key messages for WOSM's internal communications channels
- Serve as a lead editor and writer for the organisation, overseeing all editorial services and quality assurance for communications-ready materials using the WOSM style guidelines
- Research, write, edit and proofread content for a wide variety of communications, including circulars, website copy, blogs, briefing documents, e-newsletters, e-learning courses, online publications, and email marketing campaigns
- Support the writing and production of annual and bi-annual reports
- Support the development and implementation of a communications plans and digital content for World Events
- Support the delivery of WOSM Services in the area of internal communications
- Prepare content for digital marketing and distribution through online campaigns and e-newsletters such as ScoutPak and ScoutBrief
- Support the coordination of a global communication network to improve internal communications and disseminate information to National Scout Organizations worldwide
- Manage the World Scout Bureau's translation services, as well as team of interns and volunteers, to enhance the production of content into WOSM's official and working languages
- Manage communications inputs into the risk registry reporting for the World Scout Bureau
- Monitor media and stories from across the Scout Movement to brief senior leadership on emerging issues that require a communications response
- Work closely as a member of the global communications and partnerships team, providing writing and editorial mentorship and support to World Scout Bureau staff, regional thematic team colleagues and workstream volunteers
- Undertake other tasks as agreed with the Global Director, Communications and Partnerships.

## 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 digital content creation strategies, translation services, and membership communications
- Produce digital content for websites, blogs, e-newsletters, social media, e-learning courses, annual reports, online publications, and email marketing campaigns
- Manage projects and coordinating the production of communications materials for world and regional events
- Work closely with the graphic design and content development team members on the development and distribution of engaging content for internal stakeholders
- 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 offices around the world.

### Experience

- Graduate degree in communications, digital marketing, public relations, journalism or equivalent experience
- At least five years of experience in a non-profit, non-governmental organisation or international organisation
- Experience in managing teams of staff, interns and volunteers required
- Experience in handling complex projects which require cross-team collaboration required
- Experience working with languages and translation services required
- Experience in an international and multi-cultural environment 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;
- Flexible and adaptive writing style for a variety of audiences and mediums;
- Strong attention to detail with excellent editing and proofreading skills;
- Ability to work effectively under pressure and to handle multiple deadlines;
- Strong project management skills;
- Strong digital literacy with knowledge of Microsoft Office suite, Internet in a business environment (online collaborative tools, management of social media) and digital marketing.
- 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 of confidential information;
- Basic knowledge working with Content Management Systems or content publishing is considered a strong asset.
- 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 issues;
- Team player with strong leadership skills;
- Ambition for continuous learning and professional development;
- 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+7) on **Friday, September 27, 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 Description and Personal Specification. 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](mailto:jobs@scout.org).

### Timeline

Ideally, the Manager, Internal Communications will start no later than **31 October 2019**.

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