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## Manager, Media and Content Development

<b>Reports to:</b>	Director, Digital Engagement
<b>Responsible to:</b>	Global Director, Communications and Partnerships
<b>Location:</b>	World Scout Bureau Global Support Centre Kuala Lumpur, Malaysia
<b>Duration:</b>	Three years

### Position summary

The Manager, Media and Content Development, will be responsible for communication content and production, and will perform the task of a chief editor for the communication team in the World Scout Bureau. The successful candidate should have high editorial competences in traditional and new media that include editorial management, content creation, and format development.

He/she is responsible for developing and overseeing the execution of content strategy including content sourcing, planning, and writing messaging for the official communication channels of the World Organization of the Scout Movement (WOSM), while also liaising with colleagues from six Regional offices.

The successful candidate will also be responsible for managing media relations within the World Scout Bureau, which includes supporting crisis communications, public relations, story placement and partnerships, and partnership development with media outlets and a team of contributing writers.

### Responsibilities:

- Develop content strategies, campaigns, and messaging for WOSM's official communication channels
- Coordinate and develop a global communication network to gather and feature stories, as well as disseminate campaigns worldwide. This includes establishing and developing a community of active users, featured authors, and story contributors from National Scout Organizations
- Identify and select Scout stories to feature on scout.org and other communication channels, including hands-on research, writing, and editing
- Liaise with regional media outlets to enhance the coverage of Scouting in major media channels and publications, including online, television, and print
- Respond to requests from media and prepare spokespersons for press conferences and media interviews
- Contribute to the development and implementation of a crisis communications plan in line with Scout programmes and events
- Develop relationships with key media outlets and journalists in different regions, seeding opportunities for partnership and building a global media network for the World Scout Bureau
- Monitor media and stories from across the Scout Movement and brief senior leadership on emerging issues of importance and any need for response
- Prepare content for highly distributed internal and external email marketing campaigns through newsletters and digests
- Draft speeches, op-eds, targeted messaging, and briefing notes
- Develop media kits and press releases
- Undertake other tasks as agreed with the Global Director, Communications and Partnerships

### We are seeking a person who will:

- Work with the Communications and Partnerships team to develop creative and engaging content for various campaigns, programmes, media outlets, target groups, and events
- Work closely with the graphic design and video team member team on the development of imagery, branding, infographics, and videos for news stories and digital campaigns
- 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

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## Requirements

### Skills

- Fluent in English, literacy in any of the other WOSM languages (French, Arabic, Spanish, or Russian) considered a strong asset
- Excellent communicator, in both written and verbal forms, with highly effective interpersonal skills
- Ability to work effectively under pressure and to handle multiple deadlines
- Ability to respond effectively to media requests and handle confidential information
- Strong attention to detail and editing skills
- An affinity for data-driven journalism
- Demonstrable computer skills:
  - a. Proficiency with Microsoft Office (Outlook, Word, Excel, and PowerPoint)
  - b. Internet in a business environment (online collaborative tools, management of social media)

### Knowledge

- Flexible and adaptive writing style for a variety of audiences
- Ability to provide timely and constructive feedback to the team and volunteer writers
- Best practices in media relations, public relations, and content creation
- Journalistic understanding of content strategies and personas, as well as knowledge of content creation, format development, and the optimisation of channels for distribution
- Ability to translate WOSM's key policies and Strategy for Scouting into editorial guidelines
- Proven capability of working with and safeguarding of confidential information
- Ability to work and cooperate within an international and multicultural framework
- Basic knowledge on working with Drupal CMS content publishing is considered a strong asset

### Qualifications and experience

- Proven experience of managing successful content development strategies and implementation for organisations
- Proven knowledge and experience in producing content for sites, EDM, social media, SEM, websites, and GDN banners
- Scouting experience on a national and/or international level is desirable
- Experience in managing teams of staff and volunteers
- Experience of working in an international and/or multicultural environment is considered an asset

### Personal qualities/requirements

- Strong work ethics, motivated, and solutions-orientated
- Passionate about young people's issues and media
- Team player
- Ambition for continuous learning and personal development
- Capable of working with volunteers and staff at national, Regional and global levels
- Willing to occasionally travel overseas and work in evenings and weekends as required
- Graduate degree in communications, marketing, public relations, journalism, or equivalent experience
- At least four years of professional experience with some experience in working for non-profit organisations a desirable asset

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## Summary of employment

### Terms and conditions

- The World Scout Bureau offers a range of tangible and intangible working benefits.
- The World Scout Bureau will cover the following expenses (if applicable):
  - a. Economy class return flight from the home country to Kuala Lumpur, Malaysia
  - b. Visa processing costs
- This role is based in Kuala Lumpur, Malaysia.
- Contractual hours of work are 40 hours per week. However, additional time 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 during the evenings and on weekends when necessary, for which reasonable time off in lieu may be given. A limited time allowance for coursework on a weekly basis can be discussed.
- The holiday entitlement is 25 days per annum (will be subjected to calculation of the mentioned period of contract), plus public holidays in the country where the position is based.

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 World Scout Bureau's expense)
- Satisfactory completion of the probation period (three months)

### How to apply

Applications should be submitted at [scout.org/jobs](http://scout.org/jobs) no later than 23:59 Malaysian time (GMT+7) on **3 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](mailto:jobs@scout.org).

### Timeline

Ideally, the Manager, Media and Content Development, should be onboard no later than **1 February 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.