



Information pack for the role of **Manager, Media and Content Development**

World Scout Bureau Global Support Centre,
Kuala Lumpur

December 2018



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 Global Chief of Staff and all the Global and Regional Directors (who form the Senior Management Team) report directly to the Secretary General and are each supported by a team of directors, managers, and/or assistants.

Manager, Media and Content Development

Reports to:	Director, Digital Engagement
Responsible to:	Global Director, Communications and Partnerships
Location:	World Scout Bureau Global Support Centre Kuala Lumpur, Malaysia
Duration:	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

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

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 no later than 23:59 Malaysian time (GMT+7) on **20 December 2018**, 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, 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.