

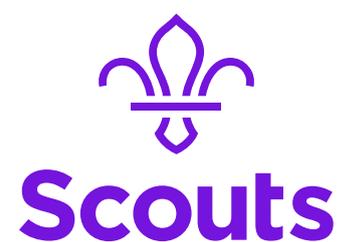


Red Rose 2022

Head of Communication

Information Pack

scouts.org.uk/join
#SkillsForLife



Contents

Red Rose	3
Role Description	4
Person Specification	5
Further Information	6
Contact Us	6

Red Rose

What is it?

West Lancs Scouts has a proud history and rich programme of international Scouting. Red Rose is our 4-yearly international camp hosted by West Lancs Scouts in the North West of England, most recently in the Lake District.

More than 1000 Scouts from all over the UK, and overseas, have joined the camp as participants and staff in recent years for a week of unity, friendship and adventure.

The camp is great fun, make no mistake, but also incredibly hard work for the team that plan and deliver it.

Red Rose helps the Scout County to fulfil one of its core strategic objectives for delivering a domestic international Scouting opportunity for its members every 4 years. We hope Red Rose will fulfil this objective in some way for all our members from Beaver Scouts to Scout Network.

In 2022 Red Rose will once again take place in the Lake District at Westmorland Showground and we are now looking for a Head of Communication to be part of the core team who will make this incredible camp happen.

What is expected of the Head of Communication?

The Head of Communication is appointed by the Camp Chair to work as part of the Core Team in the delivery of the Red Rose camp. They work alongside the rest of the Core Team to implement the vision for the camp.

The Head of Communication will be responsible for all aspects of marketing and media coverage and building a team who can deliver it.

The Head of Communication is expected to attend and take an active role in Core Team meetings which are likely to be once every 2 months at a weekend from July 2020 until December 2022, reporting regularly to the Camp Chair and the Core Team.

There will be work between Core Team Meetings including phone calls, phone conferences, research and planning. The workload will be less initially and will build as the event approaches in the Summer of 2022.

It is expected that the Head of Communication will be present at the event itself and will be required on site for the week leading up to and immediately following the event which itself will last one week.

The Head of Communication will motivate and lead the communication team, setting the standards expected of others through their own actions and attitude.

Role Description

Title:	Head of Communication
Responsible to:	Camp Chair
Accountable to:	Camp Chair and the Core Team
Responsible for:	Communication team
Role Purpose:	To manage all aspects of marketing and media coverage on RR22

Main Tasks:

1. To publicise and market the event, before, during and after
2. To organise and manage the website and all social media
3. To organise and manage all communications with participants on the event
4. To provide branding for the event
5. To build a team to facilitate all communication roles
6. To work alongside the Core Team in ensuring the planning of the camp is in-line with the agreed vision

Main Duties:

- Pre-Event Publications
- Marketing of the event
- Content, design and production of all event materials
- Provision of the Website to support booking processes for participants & staff (working with Admin)
- Event Newspaper
- Camp Radio Station
- Event PR management
- Internal Communications
- Design & production of camp information booklet
- Event branding
- Event souvenir design approval & control
- Procurement of site signage and banners
- Merchandising (orders for branded goods)
- Any other duties which are within the scope, spirit and purpose of the role and as directed by your line manager.

Person Specification

Skills and Experience Required

Skills required for the role are either essential (E) or desirable (D) as shown below.

Experience of managing volunteers	E
Ability to work with a diverse team of people	E
Ability to work well as part of a team	E
Ability to motivate and lead volunteers	E
Excellent written and communication skills	E
Be computer literate	E
Ability to contribute effectively in meetings	E
Experience of planning large scale events	E
Experience of managing budgets	E
Ability to speak publicly to small groups	D
Knowledge of Scout Policy and Procedures	D

Qualities Required

Have time alongside any other commitments	E
Be able to travel within the North West	E
Be approachable by your team	E
Agree with The Scout Association values	E

Further Information

Support

The Head of Communication receives support from the Camp Chair and the Core Team

Expenses

Expenses incurred whilst undertaking the role are reimbursed in line with the County Expenses Policy. This is designed to ensure you are not out of pocket and that a person's financial situation is not a barrier to being appointed.

Induction

A full induction will be provided for you before you commence your role.

Training

As with all appointments in Scouting you will be required to undertake the relevant training for this role which will support you. The training will include both modular "Scout Training" and may also include any other training you and your Training Adviser feel is required for the role.

Term of Appointment

The person will be appointed until the end of December 2022.

Appointment Process

Must successfully complete the appointment process (including acceptable personal enquiries and acceptance of The Scout Association's policies).

Applications

Applications are open until Friday 15th May with interviews taking place from Monday 25th May.

You can access the application form online via www.westlancsscouts.org.uk/overseas/redrose2022

If you cannot access the application form or require an alternative version, then please contact us on the details below.

Contact

For further details or an informal chat about the role, please contact Jenny Macdonald, Red Rose 2022 Camp Chair on 07970326465 or jenny.macdonald@westlancsscouts.org.uk

Thanks for taking an interest in this exciting and important role for West Lancs Scouts.