

Charnwood: Leicestershire Scout and Guide International Camp

Role Description:	Communications: External PR Team Member
Role Purpose:	Manage the External PR of Charnwood International Scout and Guide Camp
Appointed By:	Communications Team Manager in conjunction with the Media Team Leads
Responsible to:	Communications Media Team Leads
Reporting to:	Communications Media Team Leads
Responsible for:	Responsible for the External Public Relations of Charnwood
Main Contacts:	Directors Charnwood Media Team Charnwood Information Centre Team Participation Team Programme Team Health & Welfare Team
External Contacts:	Newspapers / Radio / Televisions etc

Key Tasks:

- Build relationships with external media contacts and provide media contact advocacy
- Keep a record of press cuttings, radio recording or visual coverage
- Accompany media/press visits to the site
- Ensure external media coverage is youth focused and positive which adheres to the camp aims and policies.
- Ensure content adheres to Charnwood 2019's branding, aims and policies.
- Work with and develop links with external media
- Any other job of a similar or related nature requested by the Camp Directors or CMT

Skills: able to;

- Build, lead and manage a team in a voluntary environment
- Work to deadlines
- Communicator effectively with others both orally and in writing
- Adapt quickly to a wide range of situation
- Have a working knowledge of Scouting/Girlguiding photography & branding guidelines
- Manage their time effectively
- Use modern technology, especially email, to carry out a range of tasks
- Organise themselves

Including responsibility for the following **event** policy(s);

- All policies relating to the job role.

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