

# Media & Communications Lead

## Role Description

<b>Outline</b>	The Media Lead is responsible for leading the team that promotes the centre through digital and other media and maintains any IT equipment at Tawd Vale.
<b>Responsible to</b>	Centre Manager
<b>Key Contacts</b>	TVSG, Centre Manager, Lead Duty Warden, Duty Wardens, other volunteers team leads, other volunteers, customers and contractors while at the centre.
<b>Appointments process</b>	<p>The Media Lead is a Coordinator of the Tawd Vale Scout Active Support Unit in Merseyside Scouts and must follow the process outlined by The Scout Association and Merseyside Scouts.</p> <p>All volunteers at Tawd Vale must have a current DBS.</p> <p>The Scout Association training scheme is followed by volunteers at Tawd Vale.</p>
<b>Main tasks</b>	<ul style="list-style-type: none"> <li>• To build, train and lead a team that maintains the IT equipment and promotes the centre through digital and other media.</li> <li>• To ensure that equipment is maintained and up-to-date and fit for purpose.</li> <li>• To ensure that regular communications to customers and the wider team are sent out and are on brand.</li> <li>• To ensure that the website and social media are maintained.</li> <li>• To develop printed media and a stand for use at promotional events.</li> <li>• To book and attend promotional events to raise the profile and attract interest in the centre.</li> <li>• To explore other opportunities for promoting the centre.</li> <li>• To regularly meet with the Centre Manager and other team leads.</li> </ul>
<b>Wider Tasks</b>	<ul style="list-style-type: none"> <li>• To contribute to the development of the centre, through making suggestions for improvements and new concepts.</li> <li>• To contribute to an evolving 'Jobs List' to be completed by working parties and duty wardens.</li> <li>• To be an active part of the wider volunteer team, supporting tasks as interest dictates.</li> </ul>
<b>Review Process</b>	This role is subject to review every year by the Centre Manager.