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Help young people
in Newcastle step up
and dream big.

scouts.org.uk/VolunteerToday



**County Support Team
External Communications
Volunteer Vacancy Pack**

Introduction to Team Northumberland

It is an exciting time to be involved in Scouting, as we progress our Transforming the Volunteering Experience project in order to change the way we volunteer to enhance and deliver skills for life to young people

As a County Support Team Member for External Communications, you will work as part of a structured team focused on our External Communications. You will be joining a team of talented Team Leaders in our other Key areas – Volunteer Development and Programme-focused volunteers who are all passionate about bringing a brilliant Scouting experience to our Adult Volunteers.

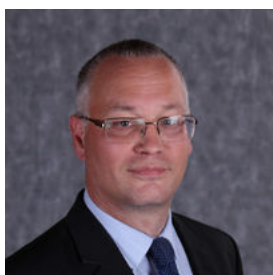
The role of County Support Team Member for External Communications is critical to our success as well as being a highly rewarding challenge for the right volunteer. We are looking for individuals who can be a great coach, critical friend and motivator. This is a support role within Northumberland Scouts. It also offers a unique opportunity to make a real impact on the lives of our Adult Volunteers in our County through great teamwork to deliver our shared vision.

I like to think of the Northumberland County Leadership Team as an inclusive team, which includes Lead Volunteers for Section Support, Advisors and District Lead Volunteers, all focused on how we support our District, Groups and Sections across the county. You will be joining a team of talented, focused volunteers who are all passionate about bringing brilliant Scouting to every young person who wants to take part and enjoy having fun in the process.

We are looking for individuals who can lead and support by being a great coach, critical friends, and motivators to get the best from the people our team is here to support. Joining the team now provides the opportunity to be at the forefront of our continued success within Scouting.

It is my ambition to create the best possible team to lead Scouts in Northumberland, and I believe that we will do that by inviting and involving volunteers from different walks of life with different experiences, different skills, and perspectives. **So, at this time we are really keen to provide opportunities for people to develop their skills, interests and experience in Scouting in a supportive and enjoyable way.**

Read on to find out more about how you or someone you know could get involved – give it a go, apply yourself or nominate someone you know today!



Peter Thorp
County Lead Volunteer
Northumberland Scouts



How to apply or nominate someone

Process

Thank you for your interest in volunteering as County Support Team Member - External Communications. On the following pages, you will find more information about the role, what the team is all about and what's in it for you as a volunteer joining us. You can apply for the role yourself using the expression of interest form, or nominate someone else using the nomination form. Nominated people are under no commitment to apply unless they wish to. A search group has been put together to oversee this process. It will review all applications and nominations to decide whom to invite to attend the Conversation stage of this process.

Apply or nominate online:

[Apply yourself](#) [Nominate someone else](#)

A search group has been put together to oversee this process. It will review all applications and nominations to decide whom to invite to attend the selection stage of this process.

Further information

For more information, or for an informal chat about joining Team Northumberland, please e-mail peter.thorp@northumberlandscouts.org.uk to arrange to speak with Peter Thorp, County Lead Volunteer for Northumberland Scouts.



Why you should read on...



Can you answer yes to these questions?

- Do you enjoy volunteering in Scouts?
- Can you inspire and motivate volunteers in Scouts?
- Do you have ideas for how we could make Scouts even better or easier for volunteers to be brilliant in their roles?
- Do you enjoy being part of a fun and caring team?

We want the best people in the team so that we can do the best possible job for our volunteers across the County. We welcome applications and nominations from everyone including people who are underrepresented in our leadership roles including people from Black, Asian and/or minority ethnic backgrounds and women, as well as people with lived experience of supporting less affluent young people and communities.

Joining the team isn't just about having all the skills and all the experiences to do the role from day one – Scouts is just as much about us as adults using and developing our own skills as it is about creating opportunities for young people to build Skills for Life.

Why would I want to volunteer as a County Support Team Member?

You **enjoy**:

- engaging with local communities
- setting up new groups
- getting stuff done

You're **great** at:

- looking after property and equipment
- engaging with local community leaders
- administration

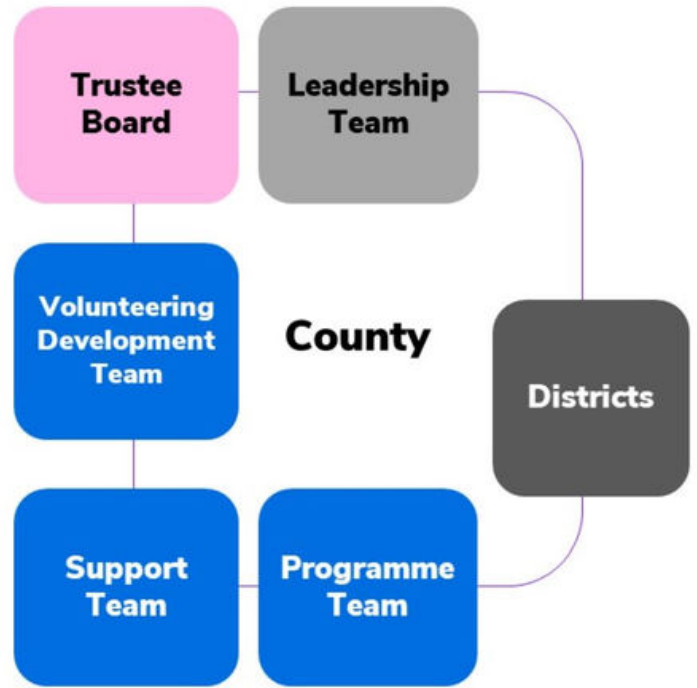
Whilst volunteering as a County Team Leader can be challenging at times, it is also incredibly rewarding. You will be able to develop and hone your leadership skills by managing a team of volunteers across the breadth of Northumberland. Leading and managing volunteers provides so many more opportunities and experiences than with employees, what you can gain by doing this well can be a **great asset for your professional life** as well as in Scouts. The issues and challenges that you find ways to tackle will stretch you as an individual and as a leader and you'll find yourself **discovering new things that you are capable of achieving**.

This role is all about people and one of the incredible benefits of volunteering in any role in Scouts, but even more so as County Support Team Leader, is the teams of people you get to work with. **You get to inspire, motivate, shape and develop this team**, building friendships and establishing a sense of camaraderie focused on our mission for transforming the Volunteer experience.

Vacancy Pack: Northumberland Scouts; Team Member (External Communications)
#SkillsForLife

County Structure

Scout Counties leads scouting across the County, enabling volunteers' development (with focus on those in the County teams, including District Lead Volunteers), enhancing sections' programmes in ways which are better delivered at scale and providing operational support.



Northumberland

Vacancy Pack: Northumberland Scouts; Team Member (External Communications)

#SkillsForLife

The Role - County Support Team

Member: External Communications

Outline: To improve communications with external agencies improving the perception of Northumberland Scouts

Appointed by: County Lead Volunteer, Northumberland Scouts, via a search process, followed by a Conversation

Responsible to: County Support Team Lead, Northumberland Scouts

Responsible for: N/A

Main contacts: Volunteer Development Team Leader, Programme Team Leader, County Leadership Team, County Trustee Board, Lead Volunteers in our Districts, Members of the Movement, Members of the Public

Key tasks:

- To be aware of, value and support the “Scout brand”
- To recruit, manage and build a team that generates written, image and video-based content (Graphic designers, photographers, videographers, social media creators, writers (web, print, press releases)
- Monitor media coverage along with HQ and county-level stories to produce required content for responses.
- Develop contacts within Groups and District sections to acquire relevant stories.
- Create and implement a communications strategy with measurable goals
- Devise and maintain a rolling 12-month plan, that includes targets and outcomes
- Seek out good news stories and develop content (images, quotes, video, story) for external agencies, social media, website and e-mail newsletters (via MailChimp), ensuring they are posted timely
- Create new media contacts locally
- Maintain our county website, ensuring content is relevant and updated
- Support with the County social media channels via integrated platforms
- To monitor our social media channels and share any other organisations’ content that may be relevant to our members and/or community
- Publish news that is relevant and timely and motivating for our members
- Work joined up with the team to generate and reuse content and share resources
- Monitor statistics and share communication goal achievements
- Supporting with Media and Communications at County Events.



Other

- Help with other admin to support County teams.
- If there are staff, make sure they're properly managed and well recognised.

Terms of appointment: The initial length of appointment is at the discretion of the County Lead Volunteer - Durham Scouts, through discussion with the appointee, and is usually for a period of one to three years initially before a formal appointment review. Renewal and continuation of appointment is at the discretion of the County Lead Volunteer and appointment reviews may be conducted at any time at the request of the role-holder and/or County Lead Volunteer.

The current vacancy

We're currently looking for a County Support Team Leader. This is a management role, and we need someone who can provide leadership, motivation and guidance to their Team Members.

Core Skill Areas

We've identified six core skill areas that make a good Scouting manager:

1. Providing direction

A good County Team Leader will create a vision for Scouting in the County, and provide clear leadership to implement that vision.

2. Working with people

It is vital that a County Team Leader can create team spirit amongst the other volunteers they work with, and can form effective working relationships based on trust and the fundamental principles of Scouting:

- integrity
- respect
- care
- belief
- cooperation

3. Achieving results

Good County Team Leaders ensure that goals are achieved, plans are seen through to completion, and that good relationships are maintained within and between Scouting Districts. Forging links within the local community is also an important aspect of development.

4. Enabling change

It is important for County Team Leaders to encourage volunteers to think of creative ways to improve Scouting across the County. They should then provide the support to implement appropriate changes.

5. Using Resources

A good County Team Leader will ensure that information and resources are available, helping volunteers across the County to continue to provide excellent Scouting opportunities to young people.

6. Managing time and personal skills

A good County Team Leader should use their time effectively, be willing to continue to learn, improve their skills.



About Northumberland Scouts

The Scouts are the UK's biggest mixed youth organisation. Northumberland is one of the largest Scout Counties in the UK, with a total membership of over 8,000+ and growing right across the region of Northumberland from The River Tyne in the south to the north of Berwick. You'll probably find a Scout group or Explorer Scout unit within a couple of miles of your house.

Benton Scouts

Youth membership: **370**

Adult volunteers: **99**

Number of Scout Groups: **7**

Blyth Valley Scouts

Youth membership: **418**

Adult volunteers: **149**

Number of Scout Groups: **10**

Castle Morpeth Scouts

Youth membership: **703**

Adult volunteers: **159**

Number of Scout Groups: **5**

City of Newcastle Scouts

Youth membership: **1466**

Adult volunteers: **391**

Number of Scout Groups: **20**

Hadrian Scouts

Youth membership: **611**

Adult volunteers: **145**

Number of Scout Groups: **11**

Mid-Northumberland Scouts

Youth membership: **227**

Adult volunteers: **40**

Number of Scout Groups: **6**

North-Northumberland Scouts

Youth membership: **59**

Adult volunteers: **31**

Number of Scout Groups: **2**

Tynemouth Scouts

Youth membership: **707**

Adult volunteers: **260**

Number of Scout Groups: **15**

Wansbeck Scouts

Youth membership: **364**

Adult volunteers: **154**

Number of Scout Groups: **7**

Whitley Bay & District Scouts

Youth membership: **713**

Adult volunteers: **195**

Number of Scout Groups: **11**

More information about Scouts

- [What Scouts do](#)
- [Skills for Life – our strategy to 2025](#)
- [About volunteering with Scouts](#)
- [Our rules and key policies](#)

