

Communications Functional Team

Internal Communications – Roles & Responsibilities



Social Media – Moderators

Facilitate healthy, constructive conversations on Scouts Canada’s discussion group pages and manage direct message functions.

- Responsibilities**
- Moderate social media discussion groups to ensure Code of Conduct is applied
 - Manage direct message functions of all social channels
 - Engage with and address feedback and inquiries in a timely manner
 - Flag inappropriate content or discussion to Social Media & Translation Coordinator



Storytellers

Seeking self-motivated writers to source local Scouting stories and create engaging feature content.

- Responsibilities**
- Source & develop content that demonstrates Scouting impact locally
 - Source & develop content and topics for internal communications channels like ScoutingLife.ca & newsletters
 - Work closely with Editorial Advisor and Newsletter Coordinator



Newsletter Coordinator

Fantastic planner with organizational skills. Coordinate Storytellers, work comfortably in a fast-paced environment.

- Responsibilities**
- Generate or approve content ideas for Storytellers
 - Coordinate content development from Storytellers and YSPs for newsletters
 - Implement quality check for major newsletters



Digital Content Writer

Support the development of engaging content for Scouts.ca digital properties.

- Responsibilities**
- Develop copy for Scouts.ca and owned site pages (excluding ScoutingLife.ca and social media)
 - Work closely with Web Developers (Creative Services) to provide copy.
 - Advise on visual content to appropriately represent written copy.



Editorial Advisors

Oversee the editorial process for internal communications in support of membership engagement and content development.

- Responsibilities**
- Implement Scouts Canada’s brand, format and style guide.
 - Advise on content for Scouts Canada channels like Scoutinglife.ca and newsletters (excluding social media).
 - Support quality check and editorial process for ScoutingLife.ca and major e-comms
 - Communicate and work with production (Creative Services) team to ensure that content is published in a timely manner

Mentorship Opportunities Available:
For each volunteer role, Scouts Canada’s Youth Spokespersons have the option to contribute their skills to the role’s responsibilities, while fostering their own professional development under the guidance of role volunteers.

