

Communications Functional Team

External Communications – Roles & Responsibilities

**VOLUNTEER
OPPORTUNITIES**



Social Media Advisor - Coach

Lead social media best practices implementation, blending the Social Media Advisor role with a coaching component.

Responsibilities

- Source user-generated content for social media channels
- Support copy development for post captions
- Maintain social media engagement
- Advise on best practices
- Contribute to the development of, and lead, Social Media Best Practices webinars for membership



Social Media Advisors

Contribute to maintaining Scouts Canada's vibrant social media presence and engagement across all channels.

Responsibilities

- Source user-generated content for social media channels
- Support copy development for post captions
- Maintain social media engagement
- Support coordination of volunteers or YSPs for live takeovers at events



External Communications Writer

Support the development of engaging content for external communications properties.

Responsibilities

- Implement Scouts Canada brand, format and style guide
- Support content development for external campaigns including special project or partnerships (including social media captioning)
- Collaborate with Program Functional Team to support the external communications of major events

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.

