

Shropshire Communicators Programme

Information Pack

Our Project

Background

Following the Basecamp 2022 and Summit 2025 National scout conferences, Shropshire Scouts has committed to ensuring that everything we do across the county is shaped by young people, from deciding programme ideas in beavers to appointing young people in strategic leadership & management positions to have their voices heard. The county Media & Communications Lead would like to promote youth engagement across our brand, our media platforms and 'how we speak' by working with the County Youth Team to create opportunities for Network involvement.

Our Aim

To create a County Media Team, made from members aged 18 – 24 (Network) to help plan and deliver communications across the county. The team will be involved with all areas of communication, from writing social media post on the County pages, website design, newspaper editing and photography. We want to have the voices of young people heard and sharing their stories of the amazing work our groups are doing. By doing this we also want to provide opportunities for network members to develop transferable skills in communication, teamwork and leadership that can be taken with them into the future. This opportunity is open to everyone, regardless of previous experience as a dedicated training programme will be in place for the duration of the year.



Team Overview

The Media and Communications team will consist of the County Communications Lead(s), County Youth Lead and between 3 – 5 Network team members. Members will be assigned a role on the Scouts membership system and undertake this role for a 1-year period until the County AGM (or at the discretion of the Team Lead(s)). Network members should be aged 18-24 at the start of the programme and may complete the year if turn 25 during the programme. At the end of the programme, a new team will be appointed to ensure opportunities for all to gain skills.

Training

By undertaking this role, members are committing to attending dedicated training sessions provided as part of the 12-month programme to support development of media and communication skills to enable completion of tasks. Training session will include Virtual Webinars, In person sessions and a weekend residential. Dates for these will be arranged in consultation with the team when appointed. Training will be conducted by internal and external parties to ensure Subject Matter Experts provide the best support for the team.

The programme training modules include:

- Canva Masterclass – How to use Canva Pro to create graphics and designs
- Our online presence – How to write engaging and relevant social media posts
- News! And Headlines – How to create a news story
- Through the lens – Learn to take control of the camera and take high quality photos
- How we talk? – Presentation and communication skills (Module 28)
- Our Brand – Discussion on The Scout's brand and communications
- CAA DMAC training – Dedicated training on drone operations and regulations

Training sessions are subject to instructor availability and other sessions may be arranged during the programme.

*In line with Scouts POR, all adults holding active roles are to complete growing roots training if not already undertaken.

Responsibilities & Objectives

The team will be expected to engage in routine meetings where they will be assigned tasks to complete across the focus areas. All participants will have the opportunity to complete tasks in all areas and develop their skills. Tasks include but not limited to:

- National Events and celebrations
- Group activities
- Upcoming District/County Opportunities
- Achievements
- Other Significant Stories

On completion of the 1-year programme, all participants will receive a certificate of recognition for their contribution and formal transcript detailing training modules & tasks undertaken. This will be presented at the County AGM by the County Leadership Team. In addition, all members who complete the programme will receive a role review where the team can discuss other roles at district and county levels that may interest the Network members.

How To Apply

All those interested should complete the Expression of Interest form found [here](#). The Team Lead(s) will contact all those interested and confirm if you have been successful for the current year's programme.

Any questions should be submitted to media@shropshirescouts.org.uk