

# Information Pack for the role of

## **Digital Engagement Lead**

Global Communications & External Relations

World Scout Bureau  
Kuala Lumpur Office

August 2014



**SCOUTS**<sup>®</sup>  
Creating a Better World

## World Scouting

The **World Organization of the Scout Movement** is the largest youth organisation in the world. Scouting is a grassroots educational youth movement that is truly bottom-up in its structure and approach in engaging young people from all over the world.

World Scouting today is a confederation of 162 National Scout Organizations in a network of over 40 million members in more than 1 million local community Scout Groups. Some 7 million are adult volunteers who support the local activities, resulting in a huge multiplier effect.

Through peer-to-peer leadership, supported by adults, each local Scout Group embraces the same set of values illustrated in the Scout Promise and Law. Each of our 1 million local Scout Groups follows a similar system of non-formal education suited to the unique aspects of their local community.

The World Organization of the Scout Movement (WOSM) is an independent, worldwide, non-profit and non-partisan organisation which serves the Scout Movement through its NSO members. Its purpose is to promote unity and the understanding of Scouting's purpose and principles, while facilitating its expansion and development.

The **World Scout Bureau** (WSB) is the Secretariat of the World Organization. The Bureau comprises approximately 120 professional staff, based in 8 offices worldwide:

- Belgium, Brussels
- Egypt, Cairo
- Kenya, Nairobi
- Malaysia, Kuala Lumpur
- Philippines, Manila
- Panama, Panama City
- Switzerland, Geneva
- Ukraine, Kiev



The WSB has a number of constitutionally defined functions:

- It provides services for the promotion of Scouting throughout the world.
- It maintains relations with National Scout Organizations (NSOs) and helps them develop Scouting in their country.
- It promotes the development of Scouting in countries where it does not exist.
- It supports the organisation of international and regional Scout events such as World and Regional Jamborees.
- It maintains relations with international organisations whose activities are concerned with youth matters.
- It assists the World and Regional Scout Conferences, and the World and Regional Committees and their subsidiary bodies in the fulfilment of their functions. This includes the preparation of meetings and the provision of the necessary services to implement the decisions of the various bodies.

## Digital Engagement Lead

### Overview

The Digital Engagement Lead is responsible for the overall management of all global social media channels of the World Organization of Scout Movement (WOSM) and content of the website (scout.org).

He/She is responsible for monitoring, managing, maintaining and improving the performance of the digital channels of WOSM including the content of the website (scout.org) and global social media channels of WOSM, as well as the overall digital presence of WOSM. This includes building and maintaining close working relationships in digital engagements with WOSM's key stakeholders.

This is a mid-level management role. The position is based in Kuala Lumpur, Malaysia.

### Job Description

Position Title: Digital Engagement Lead

Responsible to: Global Director, Communications & External Relations

### Key Responsibilities

- Develops and executes the digital engagement strategy/plan in tandem with the organisation's overall communications strategy.
- Steers and coordinates the digital engagement and social media activities with the Regional Offices (ROs), National Scout Organizations (NSOs) as well as all global initiatives and programmes including the Messengers of Peace.
- Develops, monitors, schedules, moderates and posts content on WOSM's website (scout.org) and global social media channels.
- Responds to comments and engages with the online community on scout.org.
- Monitors the website and relevant social media channels to identify themes and/or issues that need attention or reaction.
- Identifies threats and opportunities from user generated content on all WOSM's digital channels and especially on scout.org
- Develops content related to digital campaigns, tracks and analyzes the effectiveness of the campaign/s via these channels.
- Manages daily operations and content of WOSM's website and social media channels, including approving social media content (posts, tweets, etc.) from other departments, ROs and NSOs, when required and necessary.
- Decides and manages cross-promotion of content between the website (scout.org) and WOSM's social media channels.
- Measures and evaluates social media/digital key performance indicators.
- Provides tutorials and trainings on WOSM's digital engagement/social media guidelines.
- Examines and analyzes social media traffic (e.g. demographics) and develops report for further improvement of the channels.

## Person Specification

### Qualifications and experience

- Bachelor's degree in Communications, Marketing, Journalism or IT-related disciplines.
- Additional training in programming languages, operating systems and Internet applications would be an added advantage.
- Work experience in a non-profit organisation/set-up.
- Strong experience in implementing digital engagement strategies and building engagement with organisational stakeholders.
- Proven experience with social media management tools (i.e. Hootsuite) as well as web design and development tools.
- Familiar with digital engagement management including utilisation of social media management tools, website CMS and Google Analytics.
- Proven track record of team and project management leadership.
- Minimum 10 years of working experience in related field.

### Knowledge and skills

- Ability to work and cooperate within an international and multi-cultural framework.
- Good journalistic, editorial writing as well as analytical skills.
- Strong delegation skills and proven track record in supervisory capacities.
- Good understanding of the non-profit sector and youth work.
- Working knowledge of the blogging ecosystem.
- Strong understanding of social media and website measurement and evaluation frameworks.
- Strong technical understanding of website architecture and website functionalities.
- Highly proficient in English (verbal and written). Literacy in other languages (including French) would be an asset.

### Personal qualities

- Organized approach, excellent time-management skills.
- Good personal communication skills with cultural sensitivity.
- Dynamic, trustworthy, open-minded.
- Capable, as a Scout professional, of working with Scout volunteers at national, regional and world levels.
- Willing to travel occasionally for work.
- Work occasionally during evenings and/or weekends.

## Summary of Employment Terms and Conditions

The World Scout Bureau offers a range of tangible and intangible working benefits.

- This role is a full time position with a maximum duration contract of five (5) years. There may be an option to extend the contract subject to agreement by both parties.
- The salary paid on a monthly basis will be appropriate to the seniority of this role and will take into account the non-profit nature of Scouting.
- This role is based in Kuala Lumpur, Malaysia
- The holiday entitlement is 25 days per annum, plus public holidays in the country where the position is based.
- The World Scout Bureau has a pension plan and medical plan.

The offer of appointment will be subject to:

- Two satisfactory references.
- Verification of relevant qualifications.
- Confirmation of eligibility to work in Kuala Lumpur
- Satisfactory completion of the probation period (3 months).

## How to Apply

Applications should be submitted no later than 23:59 Malaysian time (GMT+7) on **15 August 2014** and should include:

1. A Curriculum Vitae with full details of education and career history.
2. Cover letter outlining your suitability for the role, relating your skills, knowledge and experience to the requirements of the Job Description and Personal Specification. Your particular interest and motivation in applying for this role should also be outlined.
3. Contact information of at least two people who can provide employment references.

Applications should be sent by e-mail to [jobs@scout.org](mailto:jobs@scout.org) with the subject clearly mentioned "Application WSB Digital Engagement Lead". Any additional inquiries about the role can be sent to the same e-mail address.

## Timetable

Only shortlisted candidates will receive an acknowledgment of receipt and an invitation for a Skype interview in September 2014.

Ideally, the new Digital Engagement Lead will commence work **no later than 1 October 2014**.

The World Scout Bureau is committed to making appointments on merit by a fair and open process, taking due account of equality and diversity.