

Information Pack for the role of

Editor & Lead Writer

Global Communications & External Relations

World Scout Bureau
Kuala Lumpur Office

August 2014



SCOUTS[®]
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.

Editor & Lead Writer

Overview

The Editor & Lead Writer is the message and content custodian of all publications and editorial products of the World Organization of Scout Movement (WOSM).

He/She is responsible for developing and creating compelling ideas and stories that support and enhance the vision and profile of WOSM among stakeholders and the general public. He/She is responsible for setting the editorial and creative agenda of WOSM by providing the leadership and working closely with WOSM's key stakeholders including the Regional Offices (ROs) and National Scout Organizations (NSOs).

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

Job Description

Position Title: Editor & Lead Writer

Responsible to: Global Director, Communications & External Relations

Key Responsibilities

- Serves as editor and lead writer for the organisation, overseeing all editorial services.
- Researches, writes, repurposes or edits copy for a wide variety of communications pieces including leadership speeches, briefing documents, scripts for presentations, circulars and reports, news releases, op-eds, fact sheets, position papers, editorials for website and social media, advertising and promotional materials, newsletters and brochures.
- Oversees quality review of all communications-ready materials.
- Assists with providing multimedia content for digital media including the website, Facebook, Twitter, YouTube, LinkedIn and Instagram.
- Mentors and supports all World Scout Bureau staff on editorial writing improvement.
- Works closely with all other members of the Communications team in the World Scout Bureau across its offices in 8 locations worldwide.

Person Specification

Qualifications and experience

- Minimum Bachelor's degree in Journalism, Communications, Marketing, Language or related disciplines.
- Strong content creation skills for digital and print media.
- Vast experience and strong leadership in media relations and publication design.
- Proven track record of team leadership.
- Minimum 10 years working experience in related field.

Knowledge and skills

- Ability to work and collaborate within an international and multi-cultural framework.
- Ability to create and guide teams and external suppliers to develop a wide range of content across a number of media channels for various target audiences.
- Understands corporate publishing.
- Institutional knowledge of Scouting or other related non-profit organisation is an added advantage.
- Highly competent in editing and copyediting skills.
- Highly versatile writer who is engaged in both traditional and digital media.
- Highly proficient in English (both verbal and written). Literacy in other languages (including French) would be an asset.
- Strong proficiency in a variety of digital media tools, from word processing to photo editing and social media.
- Strong project management skills.

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 with the subject clearly mentioned "Application WSB Editor & Lead Writer". 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 Editor & Lead Writer 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.