

Information Pack for the role of

Social Media Manager

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.

Social Media Manager

Overview

The Social Media Manager is responsible for the day-to-day management of the social media channels of the World Organization of the Scout Movement (WOSM).

He/She manages all social media activities of WOSM including creating content and responding to queries on social media. The Manager takes care of the implementation of the World Scout Bureau's Digital Engagement Guidelines across all social media channels of WOSM.

This is an entry-level management role. The position is based in Kuala Lumpur, Malaysia

Job Description

Position Title: Social Media Manager
Responsible to: Digital Engagement Lead

Key Responsibilities

- Implements the social media strategy on a day to day basis across all global programmes and events on specific social media channels of WOSM.
- Develops, monitors, schedules, moderates and posts content on WOSM's global social media channels.
- Becomes an advocate for WOSM in social media spaces, responding to comments and engaging with the social media community.
- Monitors all relevant social media channels to identify themes and/or issues that need attention or reaction.
- Develops posts related to campaigns for social media channels, tracks and analyzes the effectiveness of the campaigns via these channels.
- Identifies content for cross-promotion across social media channels and between social media and scout.org
- Monitors trends in social media tools, channels, applications, design and strategy.
- Measures key performance indicators for WOSM's global social media channels and contributes to the evaluation of all digital assets
- Develops regular reports based on agreed key performance indicator as per the Digital Engagement Guidelines

Person Specification

Qualifications and experience

- Bachelor's degree.
- Additional training in communications, marketing/advocacy and Internet applications would be an added advantage.
- Experience in managing social media assets and engaging with online community at an international level.
- Previous experience in a non-profit organisation or set up will be an added advantage.
- Proven experience with social media management and monitoring tools (such as Hootsuite).
- Experience in monitoring, evaluation and reporting on digital and social media engagement.
- Proven track record of team work.
- Minimum 5 years of working experience in social media or related field.

Knowledge and skills

- Ability to work and cooperate within an international and multi-cultural framework.
- Demonstrates creativity.
- In-depth knowledge and understanding of the social media platforms and channels, and how each platform/channel can be deployed in different scenarios.
- Understanding of the non-profit sector and youth work.
- Strong online social skills to engage with the online community.
- Strong understanding of social media measurement and evaluation frameworks.
- Strong abilities to effectively communicate information and ideas in writing.
- Highly proficient in English (verbal and written). Literacy in other international languages (including French) would be an asset.
- Strong capacity to write reports and data interpretation (statistics and graphs).

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 Social Media Manager". 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 Social Media Manager 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.