



Scouts Canada National Conference  
Congrès national de Scouts Canada  
Ottawa 2019

# Communications

**Communications Commissioner**

– Dirk Seis

**Director, Communications**

– Anissa Stambouli

**It Starts with Scouts.  
Tout commence avec les Scouts.**

# Agenda:

## 1. Vision & Purpose

- Standardized, integrated and consistent communications

## 2. Team

- Communications Functional Model

## 3. Desired Outcome

- A streamlined approach

## 4. Direction

- **Let's hear from you!**



# Vision

Standardized, integrated and consistent communications across Canada

- Scouts Canada Brand
- Internal Communications
- External Communications
- Creative Services
- Recruitment Campaign
- Translation Network



Scouts Canada National Conference  
Congrès national de Scouts Canada  
Ottawa 2019

**It Starts with Scouts. Tout commence avec les Scouts.**

# Purpose

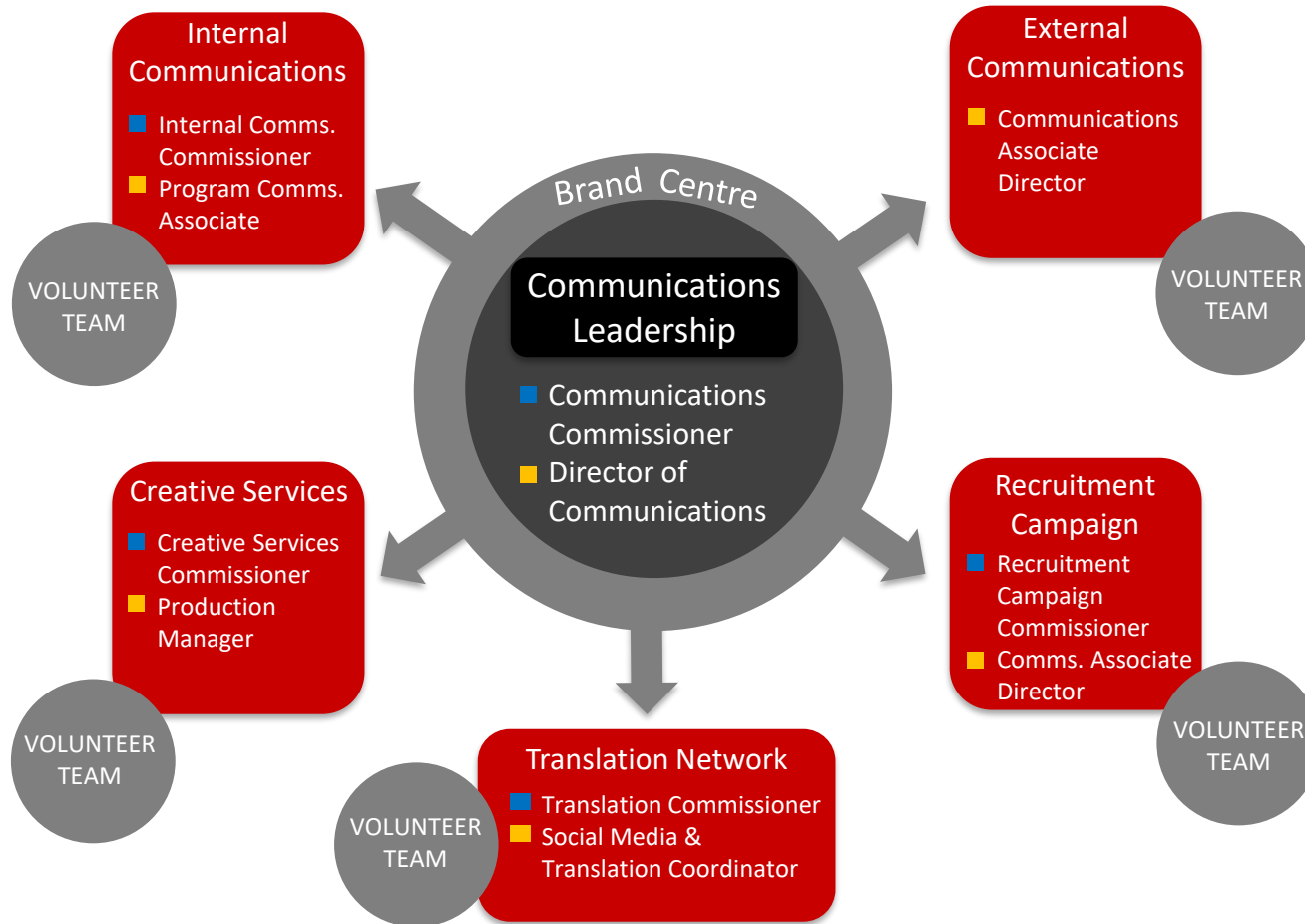
Standardized, integrated and consistent communications across Canada

- Ensure alignment, prevent mixed messages
- Enable Council focus on Group Health and growth
- More support through designated Communications Contact
- Career development for Youth Spokesperson Program members
- Cast wider net for volunteer recruitment



# Communications Functional Team

## Leadership Model



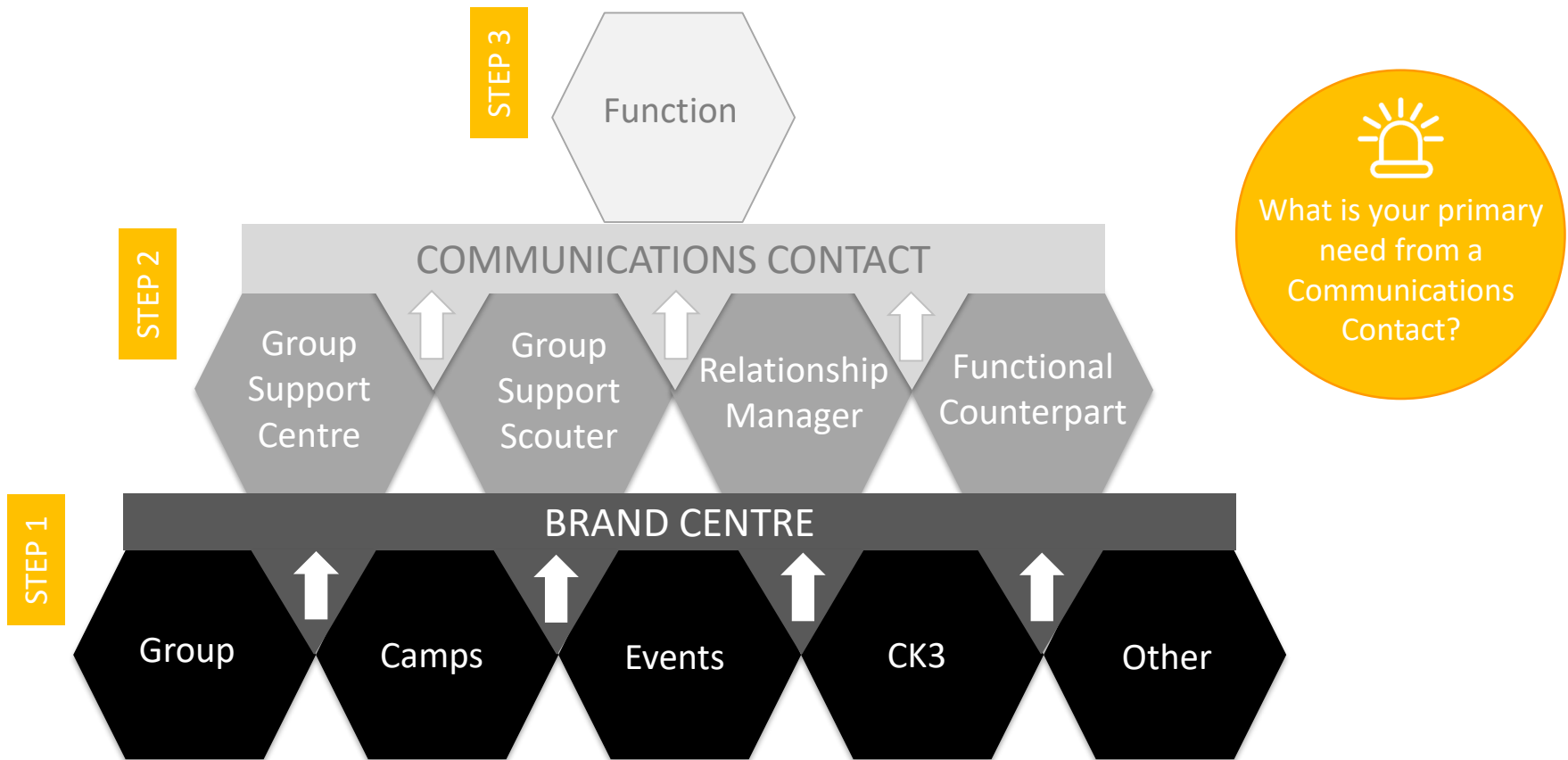
■ Volunteer Role   ■ Employee Role



# Communications Functional Team

## Scouts Canada Brand

Manage **Brand** processes, standards, assets, channels, support tools, and subject matter expertise; including Brand Centre, design style guides and online properties (excluding social media).



What is your primary need from a Communications Contact?



# Communications Functional Team

## Internal Communications

Manage internal communications processes, frameworks, standards, tools, and subject matter expertise; including e-communications, printed material and digital properties.



### Social Media Moderators

Facilitate healthy, constructive conversations on Scouts Canada's discussion group pages and manage direct message functions.



### Storytellers

Seeking self-motivated writers to source local Scouting stories and create engaging feature content.



### Digital Content Writer

Support the development of engaging content for Scouts.ca digital properties.



### Newsletter Coordinator

Fantastic planner with organizational skills. Coordinate Storytellers, work comfortably in a fast-paced environment.



### Editorial Advisors

Oversee the editorial process for internal communications in support of membership engagement and content development.

#### YSP Mentorship Opportunities:

- Social Media Moderators
- Storytellers
- Digital Content

#### Outside of Mandate Scope:

- Council newsletters
- Maintaining Council website content

#### Communications Contact

Each sub-function team will have one or multiple volunteers who additionally acts as a liaison between Councils and the Communications Functional Team.



# Communications Functional Team

## External Communications

Manage external communications processes, frameworks, standards, tools, and subject matter expertise; including contractors, external partnership relationships, and social media properties.



### Social Media Advisor - Coach

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



### Social Media Advisors

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



### External Communications Writer

Support the development of engaging content for external communications properties.

**YSP Mentorship Opportunities** for each role.

#### Outside of Mandate Scope:

- Managing local social media pages

#### Communications Contact

Each sub-function team will have one or multiple volunteers who additionally acts as a liaison between Councils and the Communications Functional Team.





# Communications Functional Team

## Creative Services

Manage the processes, frameworks, standards, tools, assets and scheduling for printing production, video production, photography/videography and e-communications.



### Graphic Designer

Produces visual designs and layouts for printed and online materials and assets, within Scouts Canada's Brand Guidelines.



### Web Developer

Build interfaces for Scouts.ca properties and support maintenance, working with ModX, HTML, CSS and JavaScript.



### Photographer

Technical skills and an artistic eye to support the expansion of Scouts Canada photography materials, including digital and print.



### Videographer

Technical skills and an artistic eye to support the expansion of Scouts Canada video materials.

**YSP Mentorship Opportunities** for each role.

#### Outside of Mandate Scope:

- Distributing Council newsletters
- Maintaining Council websites
- On-site video/photo coverage
- Custom creative services

#### Communications Contact

Each sub-function team will have one or multiple volunteers who additionally acts as a liaison between ~~Councils and the Communications Functional Team.~~



Scouts Canada National Conference  
Congrès national de Scouts Canada  
Ottawa 2019

**It Starts with Scouts. Tout commence avec les Scouts.**

# Communications Functional Team

## Recruitment Campaign

Manage the processes, frameworks, tools, standards, relationships and identification for organic influencers, geo-targeting campaign support and local recruitment insight.



## Recruitment Support Advisor

Support the strengthening of Scouts Canada's recruitment marketing approach by implementing strategy.

## Translation Network

Manage translation of Scouts Canada communications properties including identification, processes, frameworks, standards and subject matter expertise.



## Translation Coordinator

Contribute to Scouts Canada's membership expansion through language translation support.



## French Translation Coordinator

Support Scouts Canada's bilingual French/English translation needs for digital and print properties.

### Outside of Mandate Scope:

- Directly supporting Group or Council recruitment or marketing campaigns

### Communications Contact

Each sub-function team will have one or multiple volunteers who additionally acts as a liaison between Councils and the Communications Functional Team.

### Outside of Mandate Scope:

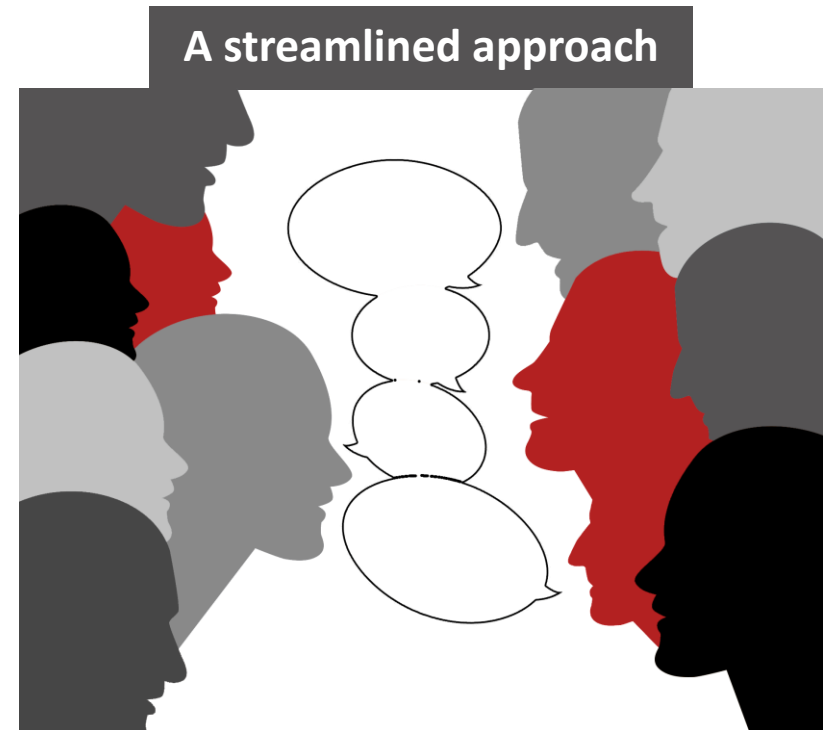
- Translating content related to the NK3, Board of Governors or Scouts Canada's Standards, Policies and Procedures



# Desired Outcome

Standardized, integrated and consistent communications across Canada

- Group Commissioners are empowered with accessible information to run healthy Groups
- Enhanced, self-serve digital engagement tools - **Brand Centre 2.0**
- Increased language options for program materials
- Celebrate local Groups by showcasing their stories
- Aligned messaging
- Widening our appeal to external volunteers or non-Scouter parents



# Direction

Developing frameworks and processes for successful operationalization

**July-September**

**October-December**

**January**

**Vision**

- Develop Leadership Model
- Function Mandate (SLA)

**Plan**

- Recruit
- Finalize team
- Develop frameworks and processes

**Execute**

Fulfill mandate

**45**

Expressions of interest

**27**

Roles to fill

**Brand Centre 2.0 -  
Launch August 2020**

- Jan.-Feb.: Survey & Needs Analysis
- April: Create Framework
- June-July: Restructure navigation



Scouts Canada National Conference  
Congrès national de Scouts Canada  
Ottawa 2019

**It Starts with Scouts.**

**Tout commence avec les Scouts.**

# Direction

## Progress - Recruitment

Sub-Function	Roles Required	Expressions of Interest	Expressions of Interest by Council
Internal Communications	11	20	<ul style="list-style-type: none"> <li>✓ Cascadia (3)</li> <li>✓ Tri Shores (2)</li> <li>✓ Northern Lights (2)</li> <li>✓ Chinook (4)</li> </ul>
External Communications	4	7	<ul style="list-style-type: none"> <li>✓ Central Escarpment (3)</li> <li>✓ Quebec (1)</li> <li>✓ Greater Toronto (4)</li> </ul>
Creative Services	15	23	<ul style="list-style-type: none"> <li>✓ Voyageur (2)</li> <li>✓ Nova Scotia (1)</li> <li>✓ Battlefields (3)</li> <li>✓ White Pine (2)</li> </ul>
Recruitment Campaign	1	4	<ul style="list-style-type: none"> <li>✓ Newfoundland &amp; Labrador (2)</li> <li>✓ Fraser Valley (2)</li> </ul>
Translation Network	10-14	3	<ul style="list-style-type: none"> <li>✓ Pacific Coast Council (4)</li> <li>✓ Shining Waters (6)</li> <li>✓ New Brunswick (2)</li> <li>✓ Manitoba (1)</li> <li>✓ Saskatchewan (2)</li> <li>✓ Northern Ontario (1)</li> </ul>



# Direction

Let's hear from you!

## CURRENT STATE

Social Media  
Council Newsletters  
Council Websites

## FUTURE STATE

Social Media  
Council Newsletters  
Council Websites



What is your primary  
need from a  
Communications  
Contact?

