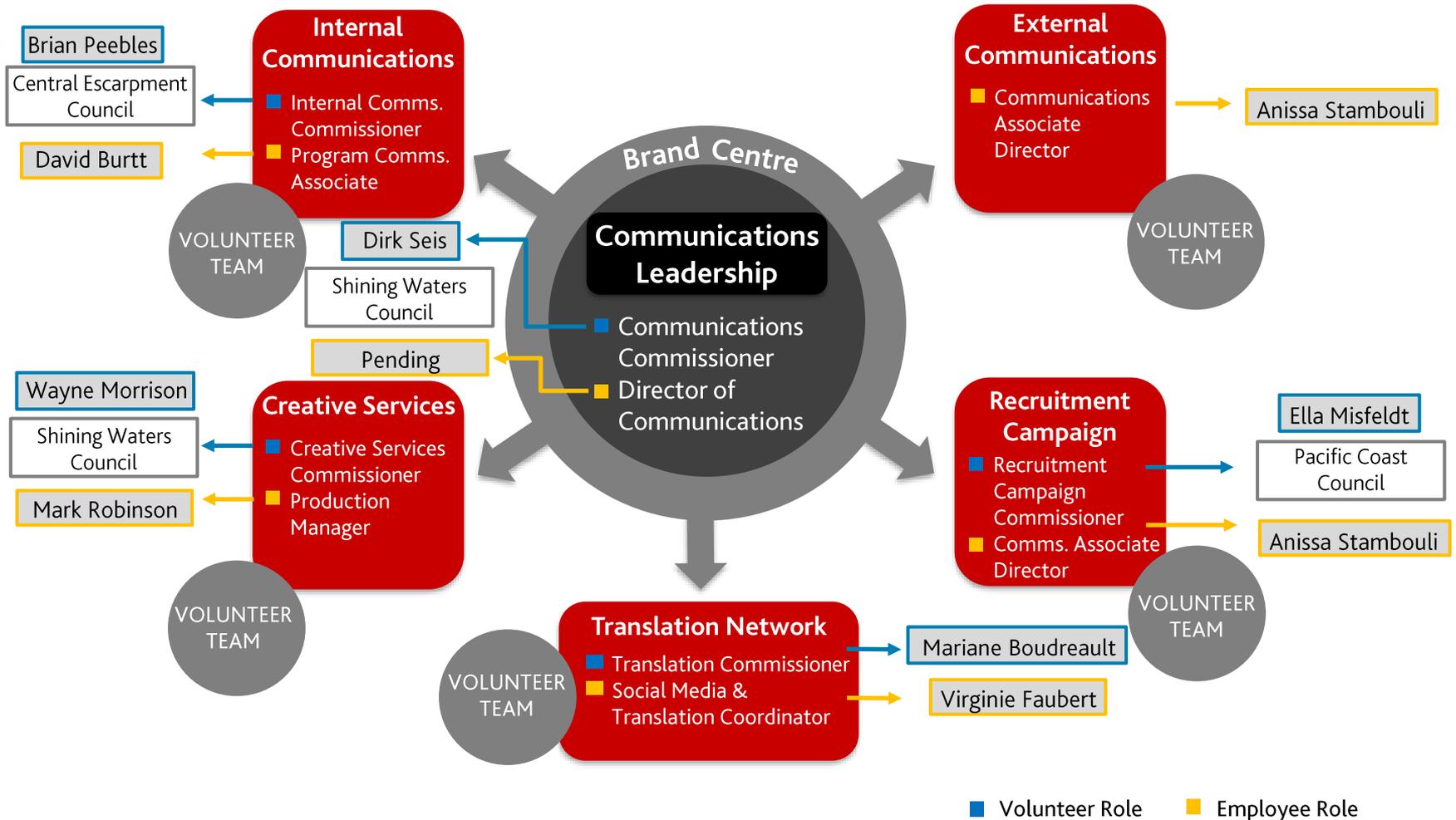


# Communications Functional Team

## Leadership Model



# 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.



### Editorial Advisors

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

#### YSP Mentorship Opportunities:

- Social Media Moderators
- Storytellers



# Communications Functional Team

## Internal Communications

Our volunteer subject matter experts:

POSITION	FIRST NAME	LAST NAME	COUNCIL
Editorial Advisor	Robin	Sutherland	Cascadia Council
Storyteller	Angelina	Albert	Tri-Shores Council
Storyteller	Laura	Flett	Northern Lights Council
SM Moderator	Ashley	Guay	Battlefields Council
SM Moderator	Eric	Durham	Central Escarpment
SM Moderator	Colin	Williston	Chinook Council
SM Moderator	Shelly	Ward	New Brunswick Council
SM Moderator	Joe	Vautour	Voyageur Council



# 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 Functional Team

## External Communications

Our volunteer subject matter experts:

POSITION	FIRST NAME	LAST NAME	COUNCIL
Social Media Advisor	Amaka	Unamba	N/A
Social Media Advisor	Nicole	Lam	Pacific Coast Council
Social Media Advisor - Coach	Ken	Broad	Central Escarpment Council
External Communications Writer	Kristin	Baldwin	N/A



# 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 Functional Team

## Creative Services

Our volunteer subject matter experts:

POSITION	FIRST NAME	LAST NAME	COUNCIL
Graphic Designer	Beth	Leonienco-Burke	Shining Waters Council
Graphic Designer	Rubene	De Sousa	Greater Toronto Council
Graphic Designer	Tim	Fountain	Chinook Council
Web Developer	Ken	Elisseou	New Brunswick Council
Web Developer	Bill	Skinner	Shining Waters Council
Web Developer	Brandon	Scott	Tri-Shores Council
Photographer	Ian	McCausland	Manitoba Council
Web Developer	Jose	Gabriel Espinoza Navarro	Chinook Council
Photographer	Jon	Smith	Shining Waters Council
Videographer	Janine	Harris	Shining Waters Council
Videographer	Kevin	Dunn	Greater Toronto Council
YSP-Videographer	Ewan	Sloan	Pacific Coast Council



# 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.

- Outside of Mandate Scope:**
- Directly supporting Group or Council recruitment or marketing campaigns

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



# Communications Functional Team

## Recruitment Campaign

POSITION	FIRST NAME	LAST NAME	COUNCIL
Recruitment Support Advisor	Alex	Court	Central Escarpment Council
Recruitment Support Advisor	Michelle	Freer	N/A

## Translation Network

POSITION	FIRST NAME	LAST NAME	COUNCIL
French Translation Coordinator	Sindy	Lapointe	Quebec Council

