

Information Pack for the role of

Global Director

for Communications and External Relations of the World Scout Bureau

World Scout Bureau

January 2014



SCOUTS[®]
Creating a Better World

World Scouting

The World Organization of the Scout Movement is the largest youth organization in the world. Scouting is a voluntary, non-political educational organization that is open to all in accordance with the purpose, principles and method conceived by its founder Robert Baden-Powell in 1907.

The mission of Scouting is to contribute to the education of young people, through a value system based on the Scout Promise and Law, to help build a better world where people are self-fulfilled as individuals and play a constructive role in society.

This is achieved by:

- Involving them throughout their formative years in a non-formal educational process;
- Through the Scout method helping boys and girls become the principal agents of their development as a self-reliant, supportive, responsible and committed person;
- Assisting them to establish a value system based upon spiritual, social and personal principles as expressed in the Scout Promise and Law.



Scouting operates through a network of local groups supported by 163 National Scout Organizations (NSOs) in some 224 countries and territories. There are currently more than 30 million Scouts, boys and girls, men and women across the globe. More than 500 million people worldwide have been Scouts, including prominent people in every field. Scouting has a strong presence in all continents and is growing rapidly in developing countries.

The World Organization of the Scout Movement (WOSM) is an independent, worldwide, non-profit and non-partisan organization that 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.

WOSM has an evolving strategy that guides its future direction and responds to the worldwide needs of Scouting. The priority work areas for 2011-14 are:



Youth for Change - Bringing together various strands of youth engagement and empowerment to maximise the impact that young people might have in driving the Movement forward.

21st Century Leadership - Finding ways to help NSOs bring out within their youth programmes the leadership qualities of young people that will be needed if they are to take an active and responsible role in modern society.

Our Strategic Path - Examining the processes and content needed to develop the strategy for Scouting to the next stage.

Global Support System - Creating a bank of resources (human and intellectual) so that NSOs can assess their own needs and access targeted assistance to meet those needs.

Organizational Structure

The **World Scout Conference** is the governing body, the "general assembly" of Scouting, and is composed of all the 163 NSO members of WOSM. It meets every three years and its function is to consider the policy and standards of the Scout Movement throughout the world, formulate a general policy and take the action required to further the purpose of the Movement.

The **World Scout Committee** is the executive body of WOSM. It is responsible for the implementation of the resolutions of the World Scout Conference and for acting on its behalf between its meetings. The members of the World Scout Committee are elected every three years at the Conference for a maximum consecutive term of six years. The World Scout Committee has established six **Regions** within WOSM, each comprising the NSO members within a geographical area. Each Region has a Regional Scout Conference, Committee and Office. The Regional Scout Office is a branch of the World Scout Bureau (see below).

The **Secretary General** is appointed by the World Scout Committee, of which he or she is an ex-officio member with no voting rights. He or she is the Chief Executive Officer of WOSM and directs its Secretariat, the World Scout Bureau. The role of the Secretary General is to promote and safeguard the interests of the Movement. Scott Teare is the current Secretary General.

The **Chief Operating Officer** reports directly to the Secretary General and is responsible for the World Scout Bureau's operational management and for enhancing the organizational processes.

The **World Scout Bureau** is the Secretariat of the World Organization. The Bureau comprises 120 professional staff, around 30 are currently based in Geneva and the remainder in the six Regional Offices, led by Regional Directors:

- Africa Region: Nairobi, Kenya
- Arab Region: Cairo, Egypt
- Asia-Pacific Region: Manila, Philippines
- Eurasia Region: Kiev, Ukraine
- European Region: Geneva, Switzerland; and Brussels, Belgium
- Interamerican Region: Panama City, Panama

The World Scout Bureau Central Office is currently in Geneva. In the first quarter of 2014, the Central Office operations will relocate to Kuala Lumpur, Malaysia. The current Geneva Central Office will close. However, a small portion of the staff (around 5 employees) will maintain a presence in Geneva, as Switzerland will remain the corporate headquarters.

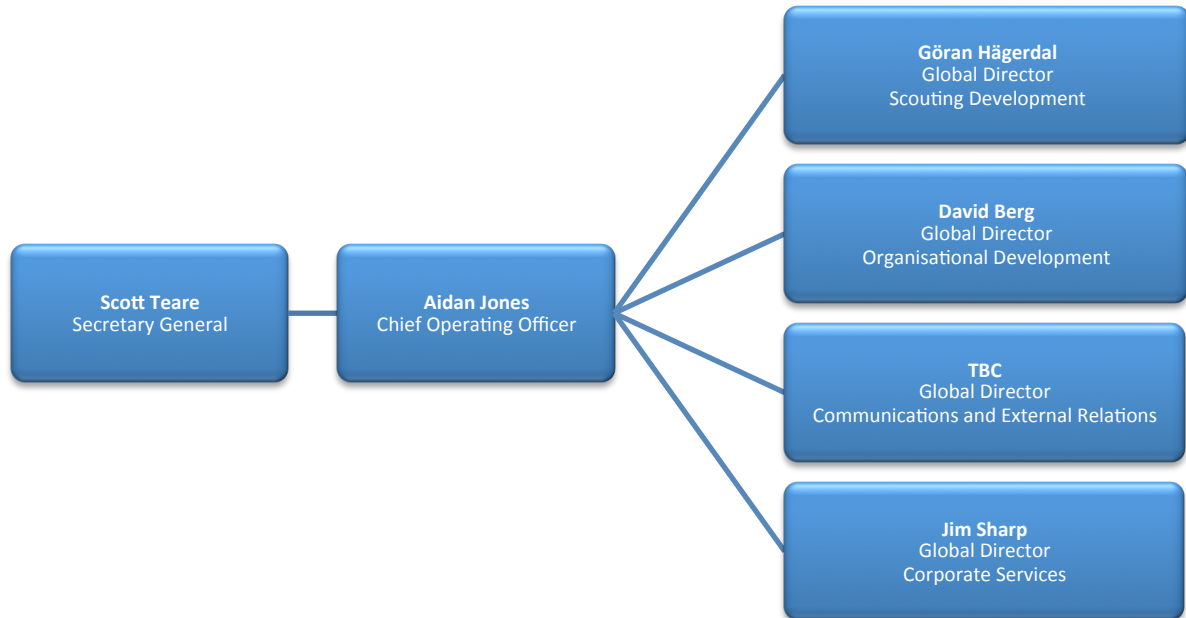
For 2013-14, the World Scout Bureau's annual operating budget is some CHF 10M. This budget is financed mainly from the annual registration fees paid by NSOs, based on their individual membership and by grants provided by the World Scout Foundation, WOSM's fund raising arm.

The World Scout Foundation (WSF) is building an endowment fund. Contributions to the Foundation are invested permanently to produce a regular income for the benefit of WOSM. The World Scout Foundation has also established a specific Support Fund, which underwrites World Scouting's flagship initiative: Messengers of Peace. The WSF is also raising significant funds to support various "projects" that help with an emphasis on Capacity building.

Some other support comes from foundations, corporations, development agencies, and individuals.

The **Global Directors** are a new role created by an organization and location review process. There are four Global Directors with worldwide responsibility for Scouting Development, Organizational Development, Communications & External Relations and Corporate Services. Each Global Director is supported by a team of Managers who work in virtual global teams with their colleagues in the Central Office, Regional Offices and our NSOs to provide expertise in each of the global areas.

The Senior Management Team of the Central Office is the Secretary General, the Chief Operating Officer and the four Global Directors.



The 'full' World Scout Bureau Senior Management Team also includes the six Regional Directors.

The Global Director, Communications and External Relations

There are four Global Directors, each responsible for one of four worldwide topics - Scouting Development, Organisational Development, Communications & External Relations and Corporate Services. Each Global Director is responsible for developing the strategy and managing the work within their respective topic, in partnership with the Regional Offices and the NSO members.

Together with the Secretary General, the Chief Operating Officer and six Regional Directors they form the Senior Management Team of the WSB.

The Global Director, Communications and External Relations is responsible for the development and implementation of a communication strategy for WOSM, advocacy on issues affecting World Scouting, the promotion of WOSM's external relationships and partnerships and fostering positive relationships with external media.

He or she is supported by a number of staff in the Central Office and has a virtual global network of other staff (full-time equivalent) in the Regional Offices, five of whom work at a print and media centre within the Cairo office.

The Organisation and Location review that has been undertaken recently recognizes that greater focus is needed on the area of Communications and External Relations. The Bureau has developed a strong brand over the last decade and it is now time to capitalise on this by increasing the relevance and quality of our digital communications.

Work has already started on the clearer identification and segmentation of the internal and external audiences for Scouting's messages.

The new Global Director will be expected to establish and maintain a more effective internal communications network between the various WOSM and WSB teams and to initiate a broad-ranging review of External Relations activities - including the possibility of more pro-active "advocacy" and marketing of WOSM.

There is also an urgent need for the new Global Director to ensure that the communications work for the Messengers of Peace initiative is fully supported and integrated into the wider work of the WOSM and the WSB. Messengers of Peace is a major global project of the WSB which over a 10 year life span is designed to allocate \$2.5 million per year in grant money for local projects orientated towards a broad definition of 'peace'. So far, projects have included bullying in schools, working with AIDS orphans, providing vocational training to street children, inter-religious dialogue, intervening with inner-city gangs, rebuilding housing damaged by natural disasters and training in dialogue.

The recently (re-) launched website (www.scout.org) needs permanent strategic oversight with regard to content management, on-going architecture adjustments and cross channel integration with social media.

The Global Director of Communications and External Relations must work closely with the Secretary General in the area of thought leadership, agenda setting and high level media presence.

Job Description.

Position Title: Global Director, Communications and External Relations

Overview

Responsible for managing the Communications and External Relations department (priorities, operational plan, budget and staff), one of the four departments of the WSB Central Office with a high emphasis on development and management of a comprehensive communications plan and strategy for WOSM. This includes advocacy on issues affecting world Scouting;

Responsible for promotion of WOSM's external relationships and partnerships and fostering positive relationships with external media and with the WSF;

Responsible for crisis management, regional office relations and internal communications.

Key Responsibilities

Within the framework of the WOSM Triennial Plan and the WSB Organisation and Location review:

- Develop and implement a communication strategy and plan for WOSM – including a fully integrated communication plan for Messengers of Peace.
- Ensure that the services provided through Communications and External Relations are delivered effectively; those include managing our brand and intellectual property, partnerships and external representation, public and media relations, providing graphic design and audio visual support, and publishing the organisation's content by all appropriate means, including increased use of online social media and mobile communication tools.
- Support WOSM volunteer bodies charged with responsibilities in the area of Communications and Marketing.
- Work in close collaboration with World Scout Bureau colleagues in delivering timely and high quality internal communications.
- Work in close collaboration with the Regions in promoting Communications and External Relations at their level and in ensuring consistent corporate communications across WOSM.
- Where appropriate, assist and support Regions and/or National Scout Organizations / Associations in developing their external relationships and in elaborating and implementing their communication strategies and plans.
- Develop and deliver training programmes and tools related to Communications and Marketing.
- Advise and assist National Scout Organizations hosting World Scout Events on external relationships and communications plans in connection with such events.
- Ensure that all contractors/agencies engaged to support Communications and Marketing work are effectively and efficiently managed.
- Take overall responsibility for the staff of the Communications and Marketing team and fulfil the Line Management responsibilities for those staff with a direct reporting line.
- Contribute to the overall management of the WSB by playing a full and active role as a member of the Senior Management Team.
- Undertake other tasks as agreed with the COO from time to time.

Person Specification

This person is likely to be a Senior Executive in the fields of communications and marketing – experience in international governmental or non-governmental organisations would be an advantage.

Qualifications and experience

- Educated to university degree level or equivalent.
- Appropriate qualification in External Relations, Communications, Marketing or Journalism – ideally with an international dimension.
- Highly experienced in public relations, advocacy and international media relations.
- Demonstrable experience of designing and implementing a coherent communication strategy and plan within an international organisation.

Knowledge and skills

- Ability to work and co-operate within an international and multi-cultural framework.
- Leadership style that develops coaches and empowers staff with a focus on accountability, initiative, service improvement and community satisfaction.
- Ability to delegate responsibilities.
- Ability to address a large and varied audiences, communicate well and motivate people, including high level interlocutors.
- Ability to communicate effectively in English. Literacy in other languages (including French) would be an asset.
- Demonstrable computer literacy.
- Proven capability to negotiate, solve problems, cope with stress and handle conflicts.
- High-level strategic and analytical skills.

Personal qualities

- Dynamic, trustworthy, open-minded with good psychological and political understanding.
- Capable, as a Scout professional, of working with Scout volunteers at national, regional and world levels.
- Willing to travel extensively and to work during the evenings and at weekends.

Membership and positions

The four Global Directors of the World Scout Bureau are members of the WSB Senior Management Team, together with the Secretary General, the Chief Operating Officer and the six Regional Directors.

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 not for profit nature of Scouting.
- The role is based in Kuala Lumpur, Malaysia.
- The successful candidate will be expected to travel worldwide in carrying out the responsibilities of the role. Air travel is in Economy Class. There may be occasions when it is appropriate to travel other than Economy Class, but this must be approved by the Secretary General before booking any travel.
- Contractual hours of work are 37.5 hours per week, Monday to Friday. However, additional time may be required for the effective performance of the role for which there will be no additional remuneration. The successful candidate must be willing to work during the evenings and at weekends, when necessary, for which reasonable time off in lieu may be given.
- 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.
- Medical clearance - employees being fully fit to carry out their duties as required by the role.
- A check on relevant qualifications.
- Confirmation of eligibility to work in Kuala Lumpur (or the ability to obtain the appropriate work permits, at the WSB's expense).
- Satisfactory completion of the probation period.

How to Apply

Applications should be submitted as soon as possible (up to 12 February 2014) as the position is now ready to be filled, and should include:

- Curriculum Vitae with full details of education career history.
- A supporting statement outlining your suitability for the role, relating your skills, knowledge and experience to the requirements of the Job Description and Person Specification. Your particular interest in applying for this role should also be outlined.
- Details of your present compensation package (salary conditions and social benefits).
- Details of at least two people who can provide employment references.

Applications should be sent by e-mail to jobs@scout.org or by post (marked 'Private and Confidential') to:

The Secretary General, WOSM
World Organization of the Scout Movement
P.O. Box 91
CH-1211 Geneva 4 Plainpalais
Switzerland

For an informal conversation or further information about the role please contact the Secretary General (Scott Teare) by telephone on +41 – 79 – 176 – 5179 (mobile) or by email at steare@scout.org

Timetable

Ideally, the new Global Director will be operational in March or on/before April 1, 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.