



# Information Pack for the Role of

## **Junior Manager, Social Media**

World Scout Bureau Global Support Centre,  
Kuala Lumpur, Malaysia

April 2019



**SCOUTS**<sup>®</sup>  
Creating a Better World



## World Scouting

"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."

The **World Organization of the Scout Movement** (WOSM) is one of the largest youth organisations 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 170 National Scout Organizations (NSO) in a network of over 50 million Scouts in more than one million local community Scout groups. Some seven million members are 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 1.5 million local Scout groups follows a similar system of non-formal education suited to the unique aspects of their local community.

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. It comprises of 140 professional staff, based in nine support centres worldwide:

- Belgium, Brussels (Europe Support Centre)
- Egypt, Cairo (Arab Support Centre)
- Kenya, Nairobi (Africa Support Centre)
- Malaysia, Kuala Lumpur (Global Support Centre)
- Philippines, Makati City (Asia-Pacific Support Centre)
- Panama, Panama City (Interamerica Support Centre)
- Switzerland, Geneva (Global Support Centre)
- Switzerland, Geneva (Europe Support Centre)
- Ukraine, Kiev (Eurasia Support Centre)

## Junior Manager, Social Media

**Reporting to:** Director, Digital Engagement  
**Location:** WSB Global Support Centre, Kuala Lumpur, Malaysia  
**Duration:** Three years

### Summary

The Junior Manager, Social Media, will be responsible for representing and mobilising the Scout Movement on social media, communicating for the world's leading educational youth movement of over 50 million members in 170 NSOs. The Junior Manager, Social Media, will develop and execute social media initiatives, including developing and managing the organisation's social media strategy and digital campaigns as well as the day-to-day management of World Scouting's accounts and inboxes.

Social media is the Scout Movement's key platform for external communications and engagement with hundreds of thousands of Scouts around the world. The Junior Manager, Social Media, will leverage social media platforms to mobilise Scouts around causes related they care about, encourage them to take action for a better world, and tell the story of Scouting in a way that's youth-friendly and easy-to-understand to an external audience.

As an integral part of the Communications Thematic Team, the successful candidate will support and advise colleagues in six regional support centre offices on social media management and content creation, and will play an active role in supporting NSOs in building their capacities on social media management, external communications, and campaign building.

The Junior Manager, Social Media, will also act as the main communications focal point for the flagship Messengers of Peace initiative by sitting on the Messengers of Peace Thematic Team and liaising with members of the Communications and Partnerships team to support communications requests from the initiative.

### Role description

#### Key responsibilities

- Manage official World Scouting social media channels on Facebook, Twitter, Instagram, LinkedIn, etc. and keep them up-to-date with compelling content and advocacy campaigns for a global audience of hundreds of more than 750,000 followers across all channels
- Lead community management of official social media channels, including moderating comments, responding to direct messages, managing Facebook groups, and sourcing user-generated content to repackage for official channels
- Create and manage advocacy campaigns encouraging Scouts to take action for the Sustainable Development Goals through Messengers of Peace and Scouts for SDGs initiatives
- Analyse data and key social media analytics to improve overall performance of social media KPIs
- Contribute to the overall work of the Communications Thematic Team by playing a full and active role supporting Thematic Team colleagues in different regional support centres
- Identify and engage social media influencers and provide support to World Scouting Ambassadors
- Lead the social media service area on WOSM Services, keeping it up-to-date with relevant resources and supporting requests for one-on-one support from NSOs
- Provide support to communications colleagues in regional support centres in their work to localise campaigns and manage regional social media accounts
- Social listening online to monitor reputational risks to the WOSM brand and flag potential situations for follow-up
- Field requests for social media promotion from members of other teams in the WSB and create relevant content for upcoming launches and international days in accordance with the social media strategy

- Source compelling stories demonstrating the impact of Scouting around the world, particularly as relevant to the Messengers of Peace and Scouts for SDGs initiatives
- Support the communications of the Messengers of Peace initiative by playing an active role on the Messengers of Peace Thematic Team, sourcing stories from Scouts involved in the initiative, and responding to requests for support from Messengers of Peace colleagues in the global and regional support centres

## Job requirements

### Experience

- A minimum of three years of experience leading social media for a major brand or organisation
- Bachelor's degree or equivalent in a field related to communications, digital media and information technology or equivalent in experience and non-formal education
- Scouting experience on a national or international level is desirable
- Experience working in an international or multicultural environment

### Desired knowledge

- Advanced knowledge and interest in digital strategy, tactics, channels, applications, and execution
- In-depth working knowledge of Facebook, Twitter, Instagram, YouTube, and other social media channels
- Experience with social media analytics
- In touch with latest trends in social media, with a particular eye to how social media content is consumed and engaged with by young people
- Excellent storytelling abilities
- In-depth knowledge of using social media management tools is a must
- Knowledge of Adobe tools like Photoshop or Illustrator is considered a strong asset
- Strong knowledge of co-working tools such as Dropbox, Slack, Basecamp, and Trello
- Ability to work with and apply the WOSM brand for digital products
- Demonstrable computer literacy:
  - a. Proficiency with Microsoft Office (Outlook, Word, Excel, PowerPoint)
  - b. Internet in a business environment (online collaborative tools, management of social media)
  - c. Knowledge of programs such as Adobe InDesign, Photoshop, Illustrator, and/or other design products is considered an asset

### Desired skills and qualities

- Fluent in English, literacy in any of the other WOSM languages (French, Arabic, Spanish, Russian) considered a strong asset
- Excellent communicator, in both written and verbal forms, with highly effective interpersonal skills
- A self-starter, highly motivated with a strong sense of personal initiative
- Strong work ethic, detail, and solutions oriented
- Passionate about youth issues, social media, and storytelling
- Ambition for continuous learning and personal development
- Capable of working across teams at the WSB and with volunteers and staff at national, regional, and global levels
- Willing to occasionally travel overseas and work in evenings and weekends as required
- Professional outlook and conduct at all times

## Summary of employment

### Terms and conditions

The WSB offers a range of tangible and intangible working benefits. This is a full-time position with a contract of three years with an option to extend the contract subject to agreement by both parties.

- The salary paid on a monthly basis will be appropriate to the role.
- The position is based in Kuala Lumpur, Malaysia.
- Contractual hours of work are a minimum of 40 hours per week, Monday through Friday, but additional hours 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 in the evenings and on weekends, when necessary.
- The holiday entitlement is 25 days per annum plus public holidays in the country where the position is based.
- The WSB has a pension plan, education scheme, and a medical plan – full details will be provided upon employment.
- Relocation support will be provided.

### How to apply

Applications should be submitted at [scout.org/jobs](https://scout.org/jobs) no later than 23:59 Kuala Lumpur time, on **10 May 2019** and should include:

1. a curriculum vitae with full details of education and career history
2. a 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 persons who can provide employment references

Applications and enquiries should be emailed to [jobs@scout.org](mailto:jobs@scout.org).

*The WSB is committed to making appointments on merit by a fair and open process, taking due account of equality and diversity.*