

	Gasóga na hÉireann / Scouting Ireland			
	No.	Issued	Amended	Next Review Date
	CT-01	December 2023		January 2025
	Category: Project Team – Terms of Reference			
Communications Team:				
Communications Project Team Lead Communications Project Team				

Related Documents

Revision Schedule		
Revision	Date	Description
1	December 2023	Document Issued

Description

The Communications Project Team is formed to plan, organise, and deliver internal and external communications. Individuals with relevant and appropriate experience must apply for the Communications Project Team through the open call process. The Project Team will support the work of the Project Team lead.

Duration of Term

Project Team duration: 36 months

Commencing: 15th January 2024

Termination: 14th January 2027

Aims of the Team

The Communications Project Team aims are as follows:

- To initiate, design and publish regular communications from Scouting Ireland both internally and externally.
- To disseminate resources and updates from the Communications Department for public information and to ensure that the information presented to the public is accurate and up to date.
- To monitor engagement and interact on Scouting Ireland social media channels.
- To provide live media coverage and updates from weekly events.
- To carry out other functions to support the work of the Communications Department.

Accountability

All members of the Communications Project Team will be accountable to the Project Team Lead. All members of the team must adhere to the Project Team Code of Conduct and will receive a Letter of Appointment.

The project team budget will be approved by the Department.

Reviews

Reviews of measurables and achievements of the project team will be conducted every six months (at a minimum) by the Project Team Lead in conjunction with the Communications Team

Assigned Duties

- Capture and edit audio/visual footage from events for reposting on media channels.
- Create a media presence at key events throughout the year for promotion and coverage.
- Utilise communication networks through the Provincial and county support structures in liaison with local support staff.
- Brainstorm ideas for media campaign calendars.
- Aid in identifying marketing opportunities for maximum exposure.
- Compile media lists with local and national media outlets.
- Creation of graphic marketing and promotional material.
- Aid in facilitating education session for scouts, scouters and group leaders on the planning and delivering of communications.

Meetings

- The team will meet every 3 months (at least 4 meetings in the year).
- The Project Team Lead will meet with the Communications Team Lead (Staff member) at the start of every month.
- Meetings will be conducted via teleconferencing platform and in person as appropriate.
- The majority of communication will occur through a digital communication channel.
- A channel will be set up for communicating in-between meetings to collate resources, to moderate the social media channels and to confirm timely communications.

Support

The Team members will have the opportunity to confirm communications with the Project Team Lead.

At the completion of the project team, the members will be debriefed on their experiences so that they will shape future project teams.

Additional Information

- Project roles and team structure will be defined by the Communications Team in conjunction with the Project Team Lead.
- The Communications Department may request additional duties to be assigned to the Project Team.
- The terms of reference can be subject to change by the Communications Department.
- Reasonable expenses will be reimbursed for expenditure incurred in carrying out these roles
- The Scouting Ireland Financial Handbook must be adhered to.
- All individuals appointed will be required to complete and agree to a verification process.
- The work of the project team must support Scouting Ireland's Strategy.
- The work of the project team must not compromise the company's risk register.
- The work of the project team must be in line with good governance.

Measurables

- Increase in engagement rate and followers across social platforms.
- Coverage of events within a fast turnaround period.
- Increase in awareness of the content published from the Communications Team.
- Quantity of mailings and publications roll out.

Applications

Applications through Microsoft Forms.

All levels of experience are encouraged to apply.

Please state if you wish to apply for the Project Lead role or a Project Team position.

Closing date Thursday 4th January 2024

Submit an application [here](#)