



Marketing and Communications Sub-Team Lead at West Lancashire Scouts

Role information pack



Welcome

Thanks for your interest in becoming our next Marketing and Communications Sub-Team Lead.

This role is all about sharing the adventures, celebrating the achievements and telling the stories that make West Lancs Scouts special. Whether you've been involved in Scouts for years or are brand new, if you enjoy creative ideas, bringing people together and helping more people discover Scouts, this could be the adventure for you.

Inside this pack, you'll find what the role involves, the support available from our West Lancs family and how to get involved.

What is the Marketing and Communications Sub- Team Lead?

The County Marketing and Communications Sub-Team Lead helps share the stories, adventures and achievements happening across West Lancashire Scouts. You'll work with young people and volunteers across our Districts to celebrate the difference Scouts makes and help more people discover a place to belong.

You'll bring together and support volunteers contributing to photography, video, social media, design, website content and press activity, making sure our communications reflect the voices of young people and volunteers.

The current vacancy

Purpose of the role

As Marketing and Communications Sub-Team Lead, you'll play an active role in the County External Support Team, leading and supporting volunteers who help tell the story of West Lancs Scouts. You'll coordinate engaging, consistent communications that celebrate our achievements, promote opportunities and reflect County priorities.

You'll work alongside District teams, County volunteers and young people, encouraging them to share their stories and helping our messages reach communities across West Lancashire and inspire more people to join the adventure.

Key tasks

Key tasks will include:

- **Leading the County Marketing and Communications Sub- Team:** bringing volunteers together, supporting them to share their skills and ideas, and working towards a shared vision for communications across our West Lancs Scouts family.
- **Shaping County communications:** helping develop and deliver a clear approach to marketing and communications, making sure our messages reflect the values, adventures and achievements of Scouts across West Lancashire.
- **Supporting Districts and volunteers:** working with marcomms Sub- Teams across the County to share good practice, provide guidance and help them celebrate and promote the amazing things happening in their local communities.
- **Championing Scouts across the County:** sharing inspiring stories, celebrating the achievements of young people and volunteers, and helping more people discover the fun, friendship and skills for life that Scouts offers.
- **Creating and leading communications opportunities:** working with the Sub- Team to develop engaging content for our website, social media, newsletters and campaigns, making sure our stories reach and inspire a wide audience.

- **Inspiring and developing the Sub- Team:** encouraging volunteers to bring fresh ideas, develop new skills and take on opportunities to lead projects, helping everyone feel valued and part of our West Lancs family.



- **Playing an active role in the County Support Sub- Team:** working alongside other County Sub-Teams to support events, projects and priorities, making sure communications help connect, celebrate and strengthen Scouting across West Lancashire.

Who you'll work with and what support you'll receive

You'll be part of the County External Support Team and supported by the County Support Team Lead (External), who will help you agree priorities, develop your volunteers and strengthen communications across the County. You'll work with District communications volunteers, County teams, young people and the wider Scouts Marketing and Communications network.

You won't be expected to know everything from day one. The wider Scouts network, including the UK Scouts External Affairs Team, can provide guidance, resources, training and support.

About you

We're looking for someone who enjoys bringing people together, has a passion for sharing great stories and is excited about helping showcase everything that makes Scouts special. You don't need to be a marketing expert or know everything already. What matters most is your enthusiasm, creativity, ideas and willingness to learn.

1. You love sharing great stories

You believe the adventures, achievements and experiences of our young people and volunteers deserve to be celebrated. You're passionate about showing the difference Scouts makes and inspiring more people to get involved.

2. You're a natural connector

You enjoy bringing people together, helping them share ideas and making everyone feel part of the Sub- Team. You'll build relationships with volunteers across our West Lancs family, encouraging them to share their stories and celebrate what's happening in their Districts.

3. You're creative and open to new ideas

You enjoy thinking of new ways to share messages, tell stories and reach different audiences. You don't need to have all the answers or be an expert in social media, design or marketing. What matters is that you're willing to try new things, learn along the way and encourage others to do the same.

4. You can lead and inspire others

You enjoy supporting people, recognising their strengths and helping them grow in confidence. You can bring a Sub- Team together,

share responsibilities and encourage everyone to play their part. You don't need to have led a Sub- Team before – enthusiasm, encouragement and a willingness to learn are just as important.

5. You can stay organised

You don't need to be a scheduling wizard – just someone who can plan ahead, manage your time and keep on top of messages, projects and deadlines. You'll help your Sub- Team work together to make sure our communications are clear, consistent and shared at the right time.

6. You live our values

You embody our Scout values of integrity, respect, care, belief and cooperation. You understand the importance of making Scouts a place where everyone feels they belong, and you'll help make sure our communications celebrate the diversity, achievements and adventures of our West Lancs family.

You don't need previous marketing or communications experience to apply. We're looking for someone with the enthusiasm, commitment and willingness to lead a Sub- Team and help share the amazing things happening across West Lancashire Scouts.

What you'll get from the role

Being a County Marketing and Communications Sub- Team Leader is an amazing role. As well as helping to share the adventures, achievements and stories of our West Lancs Scouts family, you'll be leading a Sub- Team of volunteers, developing new skills and having plenty of fun along the way.

You'll gain valuable experience and develop skills that will look seriously impressive on a CV or university application – things like Sub- Teamwork, communication, creativity and organisation, but also experience in marketing, social media, leading others and working with people from across Scouts.

You'll also get to meet some amazing people, be part of exciting events and help show the difference Scouts makes to young people and communities across West Lancashire.

Ready to help tell the story of West Lancs Scouts and lead a Sub- Team that makes it happen?

One of the best decisions I've made. I've learned so many new skills, worked with an amazing Sub- Team of volunteers and helped share the incredible stories and adventures happening across our West Lancs Scouts family. Seeing the difference our Sub- Team makes is what makes the role so rewarding."

What surprised me most when starting the role was just how much support was available from the County Support Sub- Team and the wider Scouts Marketing and Communications Sub- Team. I've made new friends, worked with some brilliant volunteers and had the chance to be part of some amazing things happening across West Lancs



1. Do I need lots of experience?

No. You don't need a formal marketing role or years of Scouting experience. If you've helped with social media, photography, writing, events, design or supporting a team, that's useful — but enthusiasm and a willingness to learn matter just as much.

2. How much time does it take?

As a guide, allow around 3 hours a week, often in the evenings, for emails, preparation, planning and meetings. There will also be Marketing and Communications meetings and around 2–3 weekends a year for key events. The exact pattern can be discussed.

3. How accessible is it?

We never want money or access needs to be a barrier to taking on this role. All reasonable expenses connected to your tasks are covered in line with our Expenses Policy. We're also committed to making sure the role is accessible to everyone. If you need adjustments to meetings, travel arrangements, communication styles, or the selection process, we'll work with you to make it happen.

4. Will I need references or checks?

Yes. We will need to do the usual membership record checks, vetting checks and disclosure checks for County and Trustee roles.

5. What's the age requirement?

You must be over the age of 18

6. Do I need to already know how Scouts works at County level?

No. We'll help you understand the structures and how County decisions are made.

7. This sounds like a lot – will I get help?

Yes. You'll have mentoring, learning, and a friendly Sub- Team around you. You're not expected to know everything - just to bring your perspective and be ready to grow.

8. What if I'm not very good at writing applications?

Say things in your own words. We're not judging perfect grammar or fancy phrases – we want to understand you. See the tips on page 8.

9. What if I'm not selected?

There are lots of ways to get involved nationally and locally. We'll help you find opportunities that match your strengths and interests.



Application tips

Applying for a County role can feel a bit daunting but it doesn't need to. We're not looking for perfection; we're looking for your passion, your ideas and your potential.

Here are some simple ways to make your application shine:

1. Be yourself

We want to hear your voice, not what you think we want to hear. Write and speak in a way that feels natural to you.

2. Show why youth voice matters to you

Explain what External Support in Scouting means in your eyes and why it's important. This helps us understand your motivation and connection to the role.

3. Use real examples

Think of moments where you've helped, led, supported others, influenced a decision or brought people together. These don't need to be from Scouts – college, work, sports, activism, youth groups or your community all count.

4. Keep it clear and simple

You don't need long sentences or fancy language. Tell us what you did, why it mattered and what you learned.

5. Talk about how you work with others

This role involves collaborating with volunteers, young people, staff and senior leaders. Sharing how you build relationships or work in Sub-Teams will really help.

6. Share your ideas

You don't need a perfect plan – just show us what inspires you. What would you love to explore or change? What energises you?

7. Be honest about your strengths

Tell us what you're proud of, what you're good at and what you'd like to develop. Growth is part of the role, and support is built in.

8. Ask for support if you need it

If you need help understanding any part of the application or require adjustments, we're here to help.

How to apply

Applications and nominations

Thank you for your interest in volunteering.

Before making an application, please make sure you've carefully read this role pack.

Complete the application form [here](#).

Next steps

Once you've submitted your application, we'll review it carefully. Shortlisting will be based solely on the information provided by each candidate in their application form. All applications should address the requirements of the role, as laid out in the role description (page 10) and person specification (page 11). If you're shortlisted, we'll invite you to an interview so we can learn more about you and your ideas.

After that, the panel will make a decision and let you know the outcome. If you're selected, we'll guide you through the membership checks and help you get started in the role. And if you're not selected, we'll point you towards other ways to get involved and make an impact.

Key dates

The closing date for applications is **22nd November 2026**

Interviews will be held Week beginning **30th November 2026**

Further information

For more information, or for an informal chat about this vacancy, please contact:

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All about the role - County Marketing and Communications Sub Team Lead

Role description

Outline: Lead and support County communications activity to share the adventures, achievements and impact of West Lancashire Scouts. Help Districts and County teams tell their stories, promote opportunities and inspire more people to discover Scouts.

Responsible to: County Support Sub- Team Lead External

Responsible for: Leading and coordinating the County Marketing and Communications Sub-Team, including volunteers contributing to photography, video, social media, design, website content and press activity.

Main Contacts:

- County Support Team Lead (External) and County External Support Team
- Marketing and Communications Sub-Team volunteers
- County Leadership Team and other County teams
- District Lead Volunteers and District communications contacts
- Young people, volunteers and event organisers across the County
- County External Relations Sub-Team, local media and wider Scouts communications network

Appointment requirements:

- Aged 18 or over at appointment.
- Successfully complete the appointment process, including satisfactory references and acceptance of Scouts policies.
- Complete required Growing Roots learning during the provisional appointment period.
- Keep required safeguarding, safety and other role-relevant learning up to date.

Main Tasks:

- Lead and support volunteers contributing to County marketing and communications, agreeing responsibilities and encouraging teamwork.
- Develop communications plans that support County priorities and follow national Scouts brand guidance.
- Coordinate the capture, creation and sharing of photographs, videos, stories and updates from Scouting activities and events.
- Oversee County social media content so it is timely, accurate, engaging and appropriate for its audiences.
- Support Districts and Groups with advice, resources and practical communications guidance.
- Coordinate press releases, media enquiries and constructive relationships with local media.
- Work with the External Relations Sub-Team to recognise partners and celebrate the impact of collaboration.
- Maintain content plans and appropriate records, ensuring consent, privacy and data protection requirements are followed.

- Promote inclusion, safeguarding, safety and Scouts values in all communications.
- Review the reach and effectiveness of communications and share progress with the County Support Team Lead (External).

Person Specification

Skills required	
Ability to lead and motivate Teams	Essential
Excellent communication skills	Essential
Able to work well in meetings	Essential
Excellent presenting and facilitating skills	Essential
Able to work with young people and adults	Essential
Able to take on responsibility and meet deadlines	Essential
Ability to collaborate creatively and represent Scouts positively	Essential
Knowledge required	
An understanding of the structure and principles of The Scouts	Desirable
Previous experience of Scouts	Desirable
Experience of writing, photography, video, design, social media or website content	Desirable
Experience of coordinating volunteers, campaigns or communications projects	Desirable
Qualities required	
Accept the policies and rules of The Scouts	Essential
Willingness to become a member, take The Scout Association Promise and wear the Scout Uniform	Essential
Accept and promote Scouting's fundamentals	Essential
Have enough time available to commit to the role	Essential