



**Shape the story. Lead the team.
Inspire communities.**



**Communications Team Leader
Cambridgeshire Scouts**

Volunteer Applicant Information Pack

Introduction

Thank you for your interest in the above role. This document aims to give you more information about the role, its context and an outline of the work you could be involved with.

Shape the story. Lead the team. Inspire communities.

We're seeking a **County Communications Team Leader** — a senior volunteer who will set the direction for how Scouting is seen, celebrated, and shared across the communities of Cambridgeshire.

If you're passionate about telling powerful stories, creating eye-catching content, and leading creative volunteers, this is your chance to make a major impact.

Our ideal candidate will have excellent communication skills and enjoy working with people. You will ideally have experience in marketing, and leading volunteers, be confident at public speaking and skilled at presenting information to internal and external stakeholders, both digitally and face to face.

Please check out the role description on pages 4 and 5 of this pack.

About Cambridgeshire Scouts

We are one of the leading charities in the County with 7,000 young people between the ages of 4 to 25 years supported by 2,200 volunteers. With over 2,300 young people on our waiting lists who are keen to join.

Every young person in Scouts is building the skills, character and confidence they need to thrive. Through adventurous experiences, global awareness and meaningful opportunities to lead, they develop a strong sense of identity and purpose. Young people are not just shaped by Scouts; they are shaping it.

Young people and adult volunteers enjoy fun and adventure. Outdoor activities, life skills, and youth leadership are key priorities which also enable the strengthening of mental well-being, boost community impact, and attract new members.

We attract and retain more volunteers by making the experience inclusive and rewarding. They feel equipped and confident to contribute in flexible, fulfilling ways. Volunteering in Scouts strengthens their own personal growth, builds community and supports long-term affinity with the movement.

We provide our young people with safe, judgement free spaces supported by trusted, well-trained volunteers.

We're working to reduce our environmental footprint, bringing people together and to celebrate diversity and stand against intolerance, always.

Scouts is welcoming more young people and adults, especially from communities underrepresented in our movement. We offer a safe, inclusive space where everyone feels they belong. Growth is meaningful and sustained, reaching new communities, retaining members and reflecting the diversity of society. **#PlacetoBelong**

Our values

As Scouts, we are guided by these values:

Integrity

Respect

Care

Belief

Co-operation

How to Apply:

Please complete the short online [application form link](#).

To learn more about the role and other opportunities to volunteer for Cambridgeshire Scouts please click on the link below:

<https://www.cambridgeshirescouts.org.uk/people/vacancies>

If you would like to have an informal conversation with our County Lead Volunteer to find out more and discuss what you may be able to bring to the role please contact Chris Ward, Lead Volunteer, at

Chris.ward@cambridgeshirescouts.org.uk

Key Dates:

- **Closing Date for Applications:** Saturday 10 October 2026
- **Informal Interview Date:** Weeks commencing 17 and 24 October 2026

We will advise our decision within 14 days of the interview date.

ROLE DESCRIPTION

Appointment requirements	Communications Team Leader
Purpose:	To build, lead and coordinate the County Communications Team, ensuring Cambridgeshire Scouts presents a clear, consistent, and positive public image. The role oversees photography, videography, social media, website content, and external media engagement, supporting the county in celebrating Scouting and communicating effectively with volunteers, parents, partners, and the wider community. Scouting in Cambridgeshire is full of incredible moments — adventure, teamwork, community, and young people achieving extraordinary things. Your role is to make sure these stories are captured, shared, and seen by the people who need to see them: volunteers, parents, partners, and the wider public.
Responsible to:	County Support Team Leader
Responsible for:	County Communications Team (including volunteer photographers, videographers, content creators, social media contributors, graphic designers, website and media liaison volunteers)
Key Tasks: • Provide strategic leadership for all county communications, ensuring alignment with Scouts UK brand guidelines and county priorities. • Oversee the planning, creation, and publication of photography, videography, and digital content from county events and activities. • Manage and develop the county's social media presence, ensuring content is timely, engaging, and appropriate. • Ensure the county website remains eye catching, accurate, user friendly, and up-to-date, with content that supports volunteers and promotes Scouting. • Coordinate external media activity, including press releases, media enquiries, and proactive engagement with local news outlets. • Promote a positive, inclusive image of Scouting across all communication channels. • Support districts and groups with guidance, resources, and best practice in communications and media. • Maintain appropriate safeguarding, data protection, and consent procedures for all media content. • Recruit, motivate, and support volunteers within the Communications Team, ensuring clarity of roles and effective teamwork. • Monitor communications performance and provide regular updates to the County Lead Volunteer and relevant county teams.	

Culture & wellbeing:

Championing a positive, inclusive, and safe volunteering culture across the County.

What you'll be doing

- Leading and motivating the County Communications Team
- Setting the communications strategy for the county
- Overseeing photography, videography, and digital content production
- Managing social media channels to grow reach and engagement
- Ensuring the county website is up-to-date, accessible, and visually appealing
- Coordinating external media requests, press releases, and local news stories
- Supporting districts and groups to improve their own communications
- Promoting a strong, consistent, and exciting image of Scouting
- Championing positive, inclusive storytelling that reflects our values
- Ensuring all content is safe, appropriate, and aligned with National brand guidelines

Team Leadership

- Use the HQ membership system and related data to identify trends, challenges and address opportunities for improvement.
- Work with and support the County team, District Lead Volunteers and District Volunteering Development Team Leaders
- Administer and maintain an effective support operation
- Work within the team's defined budget
- Maintain a healthy and safe working team environment at all times
- Produce and share reports and case studies of successful projects.
- Any other duties as may reasonably be required by the County's Leadership team.

Unpaid Voluntary position:	This is a voluntary position with reimbursed travel costs
Time commitment:	Typically, 4 to 6 hours per week - flexible – with additional time during major county events
Initial term	3 years, renewable subject to a review
Location:	Home-based and flexible with meetings held at the Cambridgeshire Scouts' County Office in St Ives, other locations around the county or online. Support with the provision of home office equipment will be considered.
Joining Requirements	Understand and accept The Scout Association's policies, have a satisfactory DBS clearance, commit to training requirements and be compliant with mandatory learning

Safeguarding rules – Yellow Card

We are a youth organisation that takes safeguarding seriously. The post holder agrees to comply at all times with the safeguarding rules as set out on The Scout Association's yellow card, [which can be found here](#). This is shared with young people, parents and carers, as well as our volunteers and staff, so everyone knows our rules of engagement.

We're Scouts and everyone's welcome here - all genders, races and backgrounds. Right across the UK, we help over 453,000 young people aged 4-25 find a Place to Belong and find their place in the world. We help them speak up, play their part and shine bright and being the best that they can be.

PERSON SPECIFICATION

E = Essential D = Desirable

SKILLS AND ABILITIES

Experience in communications, media, marketing, or digital content creation.	E
Ability to lead, motivate, and coordinate a team of volunteers.	E
Strong organisational skills and the ability to manage multiple tasks and deadlines.	E
Competence in photography, videography, or digital content workflows (or the ability to oversee those who do)	E
Excellent written and verbal communication skills.	E
Ability to work collaboratively with volunteers at all levels	E
Able to work with a range of IT software including Microsoft Office	E
Confident user of social media platforms and web content management systems.	E

KNOWLEDGE

Knowledge of brand management and visual identity guidelines	D
Understanding of safeguarding and GDPR considerations relating to media content.	D

EXPERIENCE

Working with external press and media organisations	D
Producing content for youth-focused or volunteer-led organisations.	D

ATTITUDES

Commitment to the values of Scouting and inclusive representation.	E
Ability to work collaboratively with volunteers at all levels.	E
Have a can-do attitude.	E

ADDITIONAL INFORMATION

Able and willing to work some evenings and weekends, on a flexible basis	E
Return a suitable enhanced Disclosure and barring check	E
Hold a full valid and current driving licence	E
Able and willing to travel within Cambridgeshire and occasionally further afield.	E