Scouting Ireland, National Office
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	Gasóga na hÉireann / Scouting Ireland			
	No. CT-01	Issued November 2026	Amended	Next Review Date January 2028
	Category: Project Team – Terms of Reference			
	Communications Team: **Volunteer Communications Team Lead Role Profile**			

The Opportunity

Scouting Ireland is seeking an experienced and forward-thinking Volunteer Communications Team Lead to help shape how we tell the story of Scouting across the island of Ireland.

Working with the Communications Officer and the Operations Department, you will lead a national team of Volunteers skilled in writing, photography, videography, social media, campaigns, and digital content. You will turn organisational priorities into a coordinated programme that raises our profile, strengthens our reputation and showcases the difference Scouting makes to Young People, Volunteers and communities.

This is an opportunity for someone who can see the bigger picture, bring people together and make Scouting Ireland's communications more consistent, engaging and effective.

What you will do

- Provide strategic direction to the Volunteer Communications Team, aligning its work with Scouting Ireland's Communications Strategy and wider priorities.
- Work with the Communications Officer to agree an annual programme, set priorities and identify opportunities to tell Scouting Ireland's story.
- Lead and support specialist sub-teams covering editorial and reporting, photography and videography, social media, campaigns and events, and digital content and design.
- Motivate, develop and coordinate Volunteers, encouraging participation from across Scout Groups, Counties and Provinces.
- Promote authentic stories about youth voice, adventure, learning, achievement, community involvement and the contribution of adult Volunteers.
- Support national campaigns and initiatives, including membership growth, volunteer recruitment, youth participation and major events.
- Monitor progress, evaluate communications activity and recommend ways to improve reach, engagement and impact.

The impact you can make

You will help Scouting Ireland communicate with greater clarity and confidence; make local stories visible nationally; support the recruitment and retention of Young People and Volunteers; and build understanding and trust among members, families, partners and the wider public.

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About you

You are a strategic thinker with communications experience and the confidence to lead a team of people with different skills and levels of experience. You can connect organisational goals with practical communications activity, build positive working relationships and help Volunteers deliver their best work.

Essential experience and skills

- Experience in communications, public relations, journalism, marketing, media, digital communications or a related area.
- Ability to think strategically and turn priorities into clear plans and achievable outcomes.
- Leadership or team-coordination skills, with the ability to motivate, support and bring people together.
- Strong written, verbal and interpersonal communication skills.
- Good planning and organisational skills, including the ability to manage priorities and deliver agreed work.
- A collaborative, creative and solutions-focused approach.
- An understanding of, or commitment to, Scouting Ireland's values, purpose and youth-centred approach.

Desirable

Experience of developing a communications strategy or campaign; managing a team or project; media or reputation management; social media and digital engagement; or working in a voluntary, youth or not-for-profit organisation.

How the role works

- You will work in partnership with the Communications Officer within the Operations Department.
- You will coordinate the sub-team leads, agree priorities and deliverables, and provide quarterly progress updates.
- The role is voluntary, with a 36-month appointment and a formal review after approximately 12 months.
- The full team normally meets at least once every two months. Regular contact with the Communications Officer, plus additional time for planning and key campaigns, will also be required.

A clear and supportive partnership

Working with the Communications Officer, the Team Lead provides strategic volunteer leadership and coordination. Designated staff and authorised representatives remain professionally responsible for Scouting Ireland's organisational communications, media relations, official statements, publication approvals, and official channels. All team activity must follow Scouting Ireland's safeguarding, data protection, social media and brand requirements.

To apply for this important role: Please Click Here

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