



District Communications Committee

The District Communications Committee provides for effective communications of information within the district. The committee coordinates the generation and distribution of internal and external information to support the activities and growth of Scouting in the district and in support of council goals and policies.

MAJOR TASKS OF THE COMMUNICATIONS COMMITTEE CHAIR AND MEMBERS

1. Report to the district chair for your district.
2. Work with district volunteer staff to market and communicate activities.
3. Recruit and orient qualified individuals to support the committee functions.
4. Ensure proper membership and operation of the district's e-mail group(s).
5. Maintain and update the district's social media accounts.
6. Maintain the district web page on the council website.
7. Serve as a resource for all printed and electronic material with an emphasis on the district's and/or council's periodic newsletters.
8. Work with the district committee, maintain the district calendar.
9. Provide guidance to units in providing public information about events.
10. Serve as a conduit for distribution of information to units and unit leaders.
11. Utilize all media sources to create a high public visibility of the district and council.
12. Develop opportunities, both internal and external, to provide public recognition (for example, photographing volunteers in action) with an emphasis on those who serve at the unit level.

POSITION QUALIFICATIONS

1. Have an understanding of the Scouting program and its principles and values.
2. Be able to communicate clearly with a wide range of people both inside and outside of Scouting.
3. Have an ability to recruit top level volunteers to serve on committees.
4. Have an interest in serving the youth of the community.