



# Communications Coach

July 23, 2018

## Regional Organizational – Building Strength & Capacity

As follow up to the National Key 3's message June 15, 2018, when the Regional Directors of Scouting Experience team, were announced (**Christopher Blais**, Eastern, **Jay Hoffman**, Central and **Fiona Nicholson** Western Canada), we are pleased to announce the second phase the organizational changes.

The next phase is in response to employee feedback about career opportunities, therefore we have designed the organization to create greater opportunities for professional development and to prepare people for continued success within the organization.

We are introducing the role of **Council Relationship Manager (CRM)** for Councils that have more complex management and leadership needs. The CRM will be a dedicated Council key 3 member. The CRM will work closely with volunteers and is accountable for balancing the needs of volunteers with the demands of the business of Scouting. The role is pivotal in differentiating the appropriate level of service provided to areas and groups within the Council. The CRM is the champion for the mission of the organization, influences operational excellence and has an intimate knowledge “customers” within Councils. The CRM ensures a greater understanding of volunteer needs, operational efficiency, fiscal responsibility and managed risk with the intent to maximizing stakeholder value.

Under the direction of the Regional Director, the CRM role takes on many of the responsibilities of the role formerly known as Council Executive Director. As part of the Council Key 3 they will direct the business of the Council and will have a portfolio of groups to support with the delivery of the Mission of Scouts Canada. Depending on the account portfolio, the CRM is accountable for the effective delivery of the Council business plans, and may have supervision of Scouting Relationship Manager(s). A key priority for this position is to enable membership growth through program quality and enabling youth leadership throughout the Council.

The **Scouting Relationship Manager (SRM)** will fulfil the role of a trusted partner responsible for the successful execution of Scouts Canada's strategic priorities. The SRM designs and delivers business plans that ensure delivering on our Mission to develop well rounded youth better prepared for success. Responsible to manage expectations of parents and volunteers for safe, fun, youth led adventures based on plan-do-review.

The SRM will proactively facilitate the relationship within the Scouting network to ensure program quality, safety leadership, membership engagement and achieves excellent customer service to positively impact our mission through membership growth.

## The Organization

# Scouting Relationship Management



*\*Individuals whose name is in bold represent the Council Key3 member.*

If you have any questions or we can support in any way, please do not hesitate to reach out to any one of Mark or your Regional Director.

Thank you for your ongoing commitment and support to strengthening Scouting and enabling more young Canadians to benefit from great, safe Scouting adventures.

Yours in Scouting,

**Chris, Jay and Fiona**

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