



# BOY SCOUTS OF AMERICA

## PATHWAY TO ADVENTURE COUNCIL

### **Council Vice-President of Public Relations Position Responsibilities**

#### **Position Concept**

Develops, adopts, and recommends to the council executive board policies and procedures under which marketing and public relations practices and approaches should be administered. Administers plans for interpreting Scouting as a resource for chartered organizations, educators, and the media. Communicates the message of how Scouting can build values for a lifetime and promotes awareness of the BSA's mission and objectives both inside and outside the Scouting movement.

#### **Principal Responsibilities**

- Provides overall leadership to the marketing and public relations committee
- Oversees the development and implementation of the marketing plan, which will incorporate marketing, media relations, public relations, and research
- Represents the council at local Scouting events when such participation is deemed necessary or advantageous by the council president
- Supports and coordinates marketing efforts
- Recruits and appoints committee members and subcommittee chairs as needed
- Informs and makes recommendations to the council executive board regarding marketing plans and progress
- Maintains and extends cooperative relationships with religious, educational, civic, and community organizations at the council level to ensure full use of chartered organizations in making Scouting available to youth
- Communicates Scouting's mission to the community
- Anticipates public perception and coordinates response to Scouting-related issues

#### **Required Meetings**

- Monthly Council Operating Cabinet Meetings
- Marketing and Public Relations Committee Meetings (schedule determined by VP)
- Quarterly Cross-Council Meetings

#### **Length of Term**

One year with annual evaluation

#### **Qualifications**

- A positive view of Scouting
- A proven leader
- Expertise—through affiliation with local businesses and corporations or educational institutions—in the advertising, marketing, public relations, or communications fields

#### **Staff Advisor:**

- The professional advisers are the Director of Support Services and/or Public Relations Director.