



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.