	Gasóga na hÉireann / Scouting Ireland			
	No.: ICD-TOR-02	**Issued:** 14/06/22	**Amended:** n/a	**Next Review Date:** 01/06/23
	Category: Content Team			
	Department: Information and Communications Department			
	Related Documents: n/a			

Revision		
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Description

The Content Team will be a project team formed to produce and source content for our communications including our website and other digital homes. Individuals can apply through an open call. A Project Lead will be appointed by the Core Team and will lead this project team. This nominee will be the point of contact for the volunteer staff, the department core team and the relevant professional staff.

Duration of Term

This project team will be initially for a 12-month period with an annual open call.

Start Date: July 11th 2022

End Date: July 11th 2023

Aims of the Team

The *Content Team's* aims are as follows:

- to produce content to be used across our digital platforms and publications
- to sources content for our digital platforms and publications
- to ensure content is reflective of our membership - placing young people at its centre
  to prepare content that is relevant to our membership - young people, Scout Groups, volunteers, parents, and stakeholders
- to prepare all content in line with Scouting Ireland Brand Guidelines, Strategy and Communications Plan

Accountability

All persons on the Content Team will be accountable to the Core Team and Department Manager or their delegate, through the Project Team Lead. All members of the team must adhere to the Project Team Code of Conduct and will receive a Letter of Appointment.

Reviews

Reviews will be conducted at the end of term by the Project Team Lead in conjunction with the Project Manager and submitted to the Core Team for consideration. Reports and reviews should be submitted to the Core Team within six weeks of the completion of the project.

Assigned Duties

Duties will include producing and sourcing content to promote Scouting. Including but not limited to the following:

- Monthly content for website, newsletter and other publications as required
- Photography of Scouting – this may require a presence at events and activities as agreed
- Production of graphics as necessary
- Proof reading and editing as necessary
- Produce and source content in line with Scouting Ireland Brand Guidelines and Strategy
- Input into the quarterly plan for content development in line with the IC Department and Scouting Irelands priorities

Meetings

Project Team meetings will be held monthly or more frequently as required. These meetings will be supported by the relevant department support team. Minutes of team meetings including action lists will be shared with the Core Team and Department Manager for consideration.

Additional Information

- Meetings will be conducted online.
- Additional project team roles and or changes to the team structure will be defined and agreed by the Core Team.
- Reasonable expenses will be reimbursed for expenditure incurred in carrying out the role.
- The Scouting Ireland Financial Handbook must be adhered to.
- All individuals appointed will be required to complete and agree to a verification process.

- The work of the project team must support Scouting Ireland's Strategy.
- The work of the project team must not compromise the companies risk register.
- The work of the project team must be in line with good governance.

Measurable

- Volume of content produced by the team.
- Volume of content sourced by the team.
- Performance of all content.
- Diversity of content produced, i.e. video, image, graphic, copy, documents, promotional materials.