Communications Functional Team

Leadership Model

- **Internal Communications**
  - Internal Comms. Commissioner
  - Program Comms. Associate
  - Dirk Seis
  - Shining Waters Council
  - Pending
  - David Burtt

- **Creative Services**
  - Creative Services Commissioner
  - Production Manager
  - Wayne Morrison
  - Shining Waters Council
  - Mark Robinson

- **Translation Network**
  - Translation Commissioner
  - Social Media & Translation Coordinator
  - Virginie Faubert

- **External Communications**
  - Communications Associate Director
  - Anissa Stambouli

- **Recruitment Campaign**
  - Recruitment Campaign Commissioner
  - Comms. Associate Director
  - Ella Misfeldt
  - Pacific Coast Council
  - Anissa Stambouli

- **Volunteer Team**

---

Scouts Canada National Conference
Congrès national de Scouts Canada
Ottawa 2019

It Starts with Scouts. Tout commence avec les Scouts.
Communications Functional Team

**Internal Communications**

Manage internal communications processes, frameworks, standards, tools, and subject matter expertise; including e-communications, printed material and digital properties.

- **Social Media Moderators**
  Facilitate healthy, constructive conversations on Scouts Canada’s discussion group pages and manage direct message functions.

- **Storytellers**
  Seeking self-motivated writers to source local Scouting stories and create engaging feature content.

- **Editorial Advisors**
  Oversee the editorial process for internal communications in support of membership engagement and content development.

**YSP Mentorship Opportunities:**
- Social Media Moderators
- Storytellers

It Starts with Scouts. Tout commence avec les Scouts.
Communications Functional Team

Internal Communications

Our volunteer subject matter experts:

<table>
<thead>
<tr>
<th>POSITION</th>
<th>FIRST NAME</th>
<th>LAST NAME</th>
<th>COUNCIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editorial Advisor</td>
<td>Robin</td>
<td>Sutherland</td>
<td>Cascadia Council</td>
</tr>
<tr>
<td>Storyteller</td>
<td>Angelina</td>
<td>Albert</td>
<td>Tri-Shores Council</td>
</tr>
<tr>
<td>Storyteller</td>
<td>Laura</td>
<td>Flett</td>
<td>Northern Lights Council</td>
</tr>
<tr>
<td>SM Moderator</td>
<td>Ashley</td>
<td>Guay</td>
<td>Battlefields Council</td>
</tr>
<tr>
<td>SM Moderator</td>
<td>Eric</td>
<td>Durham</td>
<td>Central Escarpment</td>
</tr>
<tr>
<td>SM Moderator</td>
<td>Colin</td>
<td>Williston</td>
<td>Chinook Council</td>
</tr>
<tr>
<td>SM Moderator</td>
<td>Shelly</td>
<td>Ward</td>
<td>New Brunswick Council</td>
</tr>
<tr>
<td>SM Moderator</td>
<td>Joe</td>
<td>Vautour</td>
<td>Voyageur Council</td>
</tr>
</tbody>
</table>
Communications Functional Team

**External Communications**

Manage external communications processes, frameworks, standards, tools, and subject matter expertise; including contractors, external partnership relationships, and social media properties.

---

**Social Media Advisor - Coach**

Lead social media best practices implementation, blending the Social Media Advisor role with a coaching component.

**Social Media Advisors**

Contribute to maintaining Scouts Canada’s vibrant social media presence and engagement across all channels.

**External Communications Writer**

Support the development of engaging content for external communications properties.

---

YSP Mentorship Opportunities for each role.

**Outside of Mandate Scope:**
- Managing local social media pages

---

Scouts Canada National Conference
Congrès national de Scouts Canada
Ottawa 2019

It Starts with Scouts. Tout commence avec les Scouts.
## Communications Functional Team

### External Communications

Our volunteer subject matter experts:

<table>
<thead>
<tr>
<th>POSITION</th>
<th>FIRST NAME</th>
<th>LAST NAME</th>
<th>COUNCIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Advisor</td>
<td>Amaka</td>
<td>Unamba</td>
<td>N/A</td>
</tr>
<tr>
<td>Social Media Advisor</td>
<td>Nicole</td>
<td>Lam</td>
<td>Pacific Coast Council</td>
</tr>
<tr>
<td>Social Media Advisor - Coach</td>
<td>Ken</td>
<td>Broad</td>
<td>Central Escarpment Council</td>
</tr>
<tr>
<td>External Communications Writer</td>
<td>Kristin</td>
<td>Baldwin</td>
<td>N/A</td>
</tr>
</tbody>
</table>
Communications Functional Team

Creative Services

Manage the processes, frameworks, standards, tools, assets and scheduling for printing production, video production, photography/videoigraphy and e-communications.

Graphic Designer

Produce visual designs and layouts for printed and online materials, within Scouts Canada’s Brand Guidelines.

Web Developer

Build interfaces for Scouts.ca properties and support maintenance, working with ModX, HTML, CSS and JavaScript.

Photographer

Technical skills and an artistic eye to support the expansion of Scouts Canada photography materials, including digital and print.

Videographer

Technical skills and an artistic eye to support the expansion of Scouts Canada video materials.

YSP Mentorship Opportunities for each role.

Outside of Mandate Scope:
• Distributing Council newsletters
• Maintaining Council websites
• On-site video/photo coverage
• Custom creative services

It Starts with Scouts. Tout commence avec les Scouts.
# Communications Functional Team

## Creative Services

### Our volunteer subject matter experts:

<table>
<thead>
<tr>
<th>POSITION</th>
<th>FIRST NAME</th>
<th>LAST NAME</th>
<th>COUNCIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graphic Designer</td>
<td>Beth</td>
<td>Leonienco-Burke</td>
<td>Shining Waters Council</td>
</tr>
<tr>
<td>Graphic Designer</td>
<td>Rubene</td>
<td>De Sousa</td>
<td>Greater Toronto Council</td>
</tr>
<tr>
<td>Graphic Designer</td>
<td>Tim</td>
<td>Fountain</td>
<td>Chinook Council</td>
</tr>
<tr>
<td>Web Developer</td>
<td>Ken</td>
<td>Elisseou</td>
<td>New Brunswick Council</td>
</tr>
<tr>
<td>Web Developer</td>
<td>Bill</td>
<td>Skinner</td>
<td>Shining Waters Council</td>
</tr>
<tr>
<td>Web Developer</td>
<td>Brandon</td>
<td>Scott</td>
<td>Tri-Shores Council</td>
</tr>
<tr>
<td>Photographer</td>
<td>Ian</td>
<td>McCausland</td>
<td>Manitoba Council</td>
</tr>
<tr>
<td>Web Developer</td>
<td>Jose</td>
<td>Gabriel Espinoza Navarro</td>
<td>Chinook Council</td>
</tr>
<tr>
<td>Photographer</td>
<td>Jon</td>
<td>Smith</td>
<td>Shining Waters Council</td>
</tr>
<tr>
<td>Videographer</td>
<td>Janine</td>
<td>Harris</td>
<td>Shining Waters Council</td>
</tr>
<tr>
<td>Videographer</td>
<td>Kevin</td>
<td>Dunn</td>
<td>Greater Toronto Council</td>
</tr>
<tr>
<td>YSP-Videographer</td>
<td>Ewan</td>
<td>Sloan</td>
<td>Pacific Coast Council</td>
</tr>
</tbody>
</table>

Scouts Canada National Conference
Congrès national de Scouts Canada
Ottawa 2019

It Starts with Scouts. Tout commence avec les Scouts.
Communications Functional Team

Recruitment Campaign

Manage the processes, frameworks, tools, standards, relationships and identification for organic influencers, geo-targeting campaign support and local recruitment insight.

Recruitment Support Advisor

Support the strengthening of Scouts Canada’s recruitment marketing approach by implementing strategy.

Outside of Mandate Scope:
- Directly supporting Group or Council recruitment or marketing campaigns

Translation Network

Manage translation of Scouts Canada communications properties including identification, processes, frameworks, standards and subject matter expertise.

Translation Coordinator

Contribute to Scouts Canada’s membership expansion through language translation support.

French Translation Coordinator

Support Scouts Canada’s bilingual French/English translation needs for digital and print properties.

Outside of Mandate Scope:
- Translating content related to the NK3, Board of Governors or Scouts Canada’s Standards, Policies and Procedures
# Communications Functional Team

## Recruitment Campaign

<table>
<thead>
<tr>
<th>POSITION</th>
<th>FIRST NAME</th>
<th>LAST NAME</th>
<th>COUNCIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recruitment Support Advisor</td>
<td>Alex</td>
<td>Court</td>
<td>Central Escarpment Council</td>
</tr>
<tr>
<td>Recruitment Support Advisor</td>
<td>Michelle</td>
<td>Freer</td>
<td>N/A</td>
</tr>
</tbody>
</table>

## Translation Network

<table>
<thead>
<tr>
<th>POSITION</th>
<th>FIRST NAME</th>
<th>LAST NAME</th>
<th>COUNCIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>French Translation Coordinator</td>
<td>Sindy</td>
<td>Lapointe</td>
<td>Quebec Council</td>
</tr>
</tbody>
</table>