



SHIREJAM – ROLE DESCRIPTORS

Communication Chief

Role:

To lead on the communication of the Camp for ShireJam 2019, whether this be social media, press releases or hospitality.

As Communication Chief, you will be a member of the Senior Management Team (SMT). You will report directly to the Camp Chief and will be required to provide regular updates at the SMT meetings, ensuring consultation carried out, and ratification obtained, on all fundamental decisions associated with the main camp.

The areas that will be covered by the role will be:

- Website (including the booking facility with EMS)
- Social Media outlets (Facebook, Twitter, etc.)
- Press (including radio and papers)
- Photography
- Guest Hospitality

As a minimum (but not limited to) the Communication Chief should appoint a team to support them in their role, this could include an online (social media) lead and offline (press) lead.

These positions should be advertised, interviewed for and appointed.



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Responsibilities

As Communication Chief you will collate all team budgets and, with the County Treasurer, Camp Chief and County Commissioners, prepare a budget for the camp for submission and approval by the county executives

Prior to ShireJam

- Management of Website (including the booking facility with EMS) and Social Media outlets (Facebook, Twitter, etc.).
- Production of advertisement material.

During ShireJam

- Management of Website and Social Media outlets (Facebook, Twitter, etc.).
- Management of onsite radio station
- Management of Jamboree Paper (Friday, Saturday AM, Saturday PM and Sunday Papers to be produced).
- Management of Photography Booth
- Management of Guest Hospitality (guided tours of the site for VIPs and sponsors).

Post ShireJam

- Closing down of Website and Social Media outlets.
- Distribution of Photographs to groups.