



## **LAKE MINNETONKA DISTRICT DISTRICT COMMUNICATIONS**

### **Position Concept:**

District Communications is a part of the Key-4 to serve the district and equip our unit leaders to grow in the area of membership, manpower, activities, and money. Use and maintain District website as an important part of communications and a functional tool to empower our unit leaders. Manage the District website, webteam, public relations, and marketing. Keep a pulse on innovations and innovative ideas to support the districts vision and long-range plan.

### **Accountable to:**

District Key-3: District Chair, District Commissioner, and District Executive.

### **Training:**

Attend District Committee training and Annual District Planning Meeting.

### **Responsibilities:**

- Support the vision and uphold the mission, policies, procedures and programs of the Northern Star Council Boy Scouts of America.
- Manage district website and webteam as a main 2-way communications tool between the district and unit leaders.
- Recruit enough Staff to serve and conduct monthly Roundtables breakout sessions.
- Research, survey, and review innovative ideas to empower our unit leaders.
- Implement new ideas; work with Key-4 to pilot new systems and programs to equip unit leaders in achieving quality unit status.
- Maintain regular contact with District Committee, webteam, public relations committee, and innovations group.
- Connect with Public relations committee to promote the BSA in our communities.
- Continue to communicate districts vision statement and long range plan.
- Give leadership to achieving national “Quality District” status with continued growth to the District and Northern Star Council.

### **Time Considerations:**

- Attend the monthly district committee staff meetings.
- Attend/Run monthly district sub-committee staff meetings.
- Attend Council innovations and communications committee meetings.
- Attend monthly Key-4 meetings.

### **Length of Service:**

The District Communications is appointed by the District Chair and District Commissioner for a one-year term ending on May 31

### **Staff Support:**

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