



It starts with Scouts.

Tout commence
avec les Scouts.

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COUNCIL, AREA & GROUP SCOUT POPCORN LEADERSHIP JOB DESCRIPTION

COUNCIL POPCORN LEADER (CPL)

Appointment

- Accountable to Council Commissioner,
- Responsible to Council Executive Director,
- Appointed annually

Volunteer Service includes:

- Campaign Period (August to November): 15 – 20 hours/month
- Non Campaign Months - 4-6 hours/month,
- 1-2 weekends per year

Goal of the Role:

Through the network of Area Popcorn Leaders, the CPL will plan and provide a Scout Popcorn Campaign that a Group can easily implement and will increase youth participation and sales.

Key Responsibilities

- 1. Liaise between Trails End, the Council and the Areas**
 - Conduct Council Popcorn Planning Meetings with APLs.
 - Update and promote campaign at Council Leadership Team Meetings.
 - Address Area concerns.
 - Advise Trails End on issues related to product, sales and support.
 - Attend National Scout Popcorn Seminar.
- 2. Plan and Develop Campaign Strategy**
 - Set Sales targets with APLs.
 - Effectively communicate Campaign details to Council membership.
 - Review, develop and implement Campaign Rewards program.
 - With Council Executive Director set budget and product pricing.
- 3. Support Area Popcorn Leaders (APL)**
 - Ensure timely and effective communication.
 - Provide clear expectations as to tasks and deadlines.
 - Coach APLs on leadership as it relates to their involvement with Groups.
 - Help determine a sales pipeline and territorial plan.
- 4. Oversee logistics and administration**
 - Ensure product ordering with Trails End is on time.
 - Confirm delivery locations.
 - Recruit human resources for warehouse assistance
 - Ensure forms and promotional material is on hand for kick-off.

AREA POPCORN LEADER (APL)

Appointment

- Accountable to Area Commissioner
- Responsible to Council Popcorn Leader
- Appointed annually.

Volunteer Service includes:

- Campaign Period (August to November): 15 – 20 hours/month
- Non Campaign Months: 2-3 hours/month

Goal of the Role:

In an environment of continual growth, the APL will provide communication, coaching and direction to Group Popcorn Leaders so that a successful campaign is experienced by the Group, youth and volunteers.

Key Responsibilities

- 1. Liaise between Group, Area, Council and the Community.**
 - Attend Scout Popcorn related meetings.
 - Advise Council Popcorn Coordinator of issues.
 - Address Group queries and concerns.
 - Handle consumer concerns.
 - Update and promote the campaign at Area Meetings.
- 2. Promote Scout Popcorn to the Area's Group.**
 - Set Sales Target with GPLs.
 - Educate and coach Group Popcorn Coordinators as to the use of campaign best practices.
 - Promote door-to-door sales, the wearing of the uniform and safety in selling.
 - Respond in a timely manner to queries from Groups, Area and Council.
- 3. Oversee administration**
 - Ensure that Group orders are processed /entered into the TEOS or input them on their behalf.
 - Review Group orders/prizes inputted into the TEOS.
 - Where required, coordinate an Area order to minimize the Group's loss exposure on full case ordering.
- 4. Oversee the logistics**
 - If required, secure an adequate facility for product distribution to groups.
 - Establish a date/time for popcorn distribution to Groups.
 - Recruit human resources to help sort at warehouse.
- 5. Other duties that may arise in regards to the Fundraiser.**

GROUP POPCORN LEADER (GPL)

Appointment

- Accountable to Group Commissioner
- Responsible to Area Popcorn Leader
- Appointed annually.

Volunteer Service includes:

- Campaign Period (August to November): 15 – 20 hours/month
- Non Campaign Months: 2-3 hours/month

Goal of the Role:

Utilizing the best practices, enthusiastically lead, manage and coordinate the Group's Scout Popcorn Campaign so that more funding is provided to the Group's program, equipment and leadership development.

Key Responsibilities

1. **Liaise between Area Group, youth, parents and the community.**
 - Attend Area campaign planning meetings
 - Update and promote the campaign at Group Committee and section meetings
 - Address group member queries.
 - Handle consumer concerns
 - Advise Area Popcorn Leaders of Issue.
2. **Promote increased sales**
 - With Group Commissioner set a sales goal and youth participation target.
 - Make a plan and implement to meet goals and targets.
 - Plan and conduct a Group Kick-off Event
 - Develop incentive plan to help increase enthusiasm and sales.
 - Follow best practices
3. **Oversee Administration**
 - Distribute campaign materials to sections/youth
 - Collect take order forms and build the Group order
 - Reconcile payments with orders and coordinate deposit with Treasurer
 - Ensure Group order is submitted on-line and on time.
4. **Oversee logistics**
 - Arrange for a Group delivery location and arrange for human resources to help.
 - Set a date and time for youth/parent to pick-up order.
 - Distribute youth rewards.
5. **Other duties that may arise in regards to the Fundraiser.**

Qualifications, Attitude, Skills and Knowledge for all Scout Popcorn Roles

Member Requirements

- Be a member in good standing.
- Have knowledge of the By-Law, Policies, and Procedures of Scout Canada.
- Familiar with Scouts Canada resources and literature.
- Demonstrated commitment to the Mission, Principles and Practices of Scouts Canada.
- Knowledge of Scouting programs although this may be acquired.
- Willing to commit time as indicated

Leadership Requirements

- Maintain a cheerful, energetic, objective and positive attitude towards Scouting and fellow Scouters.
- Demonstrated leadership, organization, communication, planning, problem solving and decision making skills.
- Be able to lead, manage and work with teams.
- A background in, or passion for, fundraising, marketing, communications or public relations.
- Be a good communicator and prepared to respond quickly to queries.
- Driven by success

Technical Skills

- Access to, and familiarity with, email is a must.
- Fluent with working in a database i.e. Excel
- Ability to respond in a timely manner to queries.
- Valid driver's license and car or access to driver/car
- Take appropriate training related to functioning in the role within one year.
- Willing to grow as a volunteer of Scouts Canada.

June 2014