



The Scout Association of Australia

Level 1, Scouts Australia House, 8 Help Street, CHATSWOOD NSW 2067

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ABN 570 305 16857

POSITION DESCRIPTION

Scouts Australia is a child safe organisation with zero-tolerance for any harm, abuse or neglect. We value the diversity of our members, including gender, sexuality, race, religion and ability.

Job Title	Product Marketing Executive	Incumbent	
Reports to	National Manager, Communications and Publishing Services	Incumbent	Christina Gretton
Team	National Support Team		
Position Location	Level 1, Scouts Australia House, 8 Help Street, Chatswood NSW 2067		
Direct Reports	NIL		
Relationships	National Support Team Scout Shop Contractor Scout Branches National General Manager		

Type of position:

Full-time Part-time X Casual Fixed Term – Ends:

Normal Hours:

28 per fortnight

GENERAL DESCRIPTION

Scouts Australia provides girls and boys aged between 5 and 26 with fun and challenging opportunities to grow through adventure. With around 70,000 members, Scouts Australia is one of the largest youth development organisations in Australia. What makes us unique is our diverse range of activities that develop skills in young people such as leadership, teamwork, problem solving and communication in their formative years.

Scouts Australia, as a National Scout Organisation (NSO), is a member of the World Organisation of the Scout Movement.

The key function of this role is to manage on a day to day level the relationship with the contractor for the operator of the Scout Shop online store, and manufacturer of Scout uniform and Scout Supply items. This will include briefing in new product, ensuring products are sold correctly, providing marketing communications support and preparing sales reports. At the same time the role will provide input into the strategic direction for the retail operations of Scouts Australia.

Scouts Australia has a wide variety of communication needs, and the role will also assist with communication tasks such as researching and writing articles, and preparing social media posts.

KEY RESPONSIBILITIES

The responsibilities of this role include, but are not limited to:

- Day to day liaison and oversight of the relationship with the Scout Shop contractor in line with contractual obligations
- Ensure agreed due process is adhered to across product development, approval, quality, cost and delivery. This also includes ensuring all products meet organisational brand guidelines and are tested to ensure they meet Scouting standards.
- Investigate new product opportunities and develop proposals in conjunction with the Scout Shop contractor.
- Develop product promotions for Scout Shop in consultation with the Scout Shop contractor, Scouts Australia Branches and the National office.
- Co-ordinate communication to the Movement through social media, website and other channels.
- Develop artwork for social media and other channels as required.
- Develop and maintain the sales reporting function.
- Provide input to tenders, and contractor evaluations as required.
- Provide input into the Scouts Australia product retailing strategy to be developed in conjunction with the National Manager, Communications and Publishing Services.

DESIRABLE WORK EXPERIENCE REQUIREMENTS

Specialist Skills and Knowledge Required for Role

- Previous experience with an online retailing environment and/or outdoor clothing/gear sales and product development
- Ability to use Adobe Creative Cloud to create effective designs
- Experience in developing sales reports and analysis
- Proven ability to develop, implement and measure the effectiveness of social media marketing campaigns
- Experience in developing marketing communications
- Ability to use Word and Excel
- Excellent interpersonal skills.

Personal Skills

- ☐ Ability to synthesise information and write briefs and promotional copy
- ☐ Ability to act with discretion and maintain confidentiality
- ☐ Excellent time management and organisational skills
- ☐ Ability to provide high quality support within concurrent and conflicting priorities
- ☐ Ability to manage and respond to the needs of a diverse range of stakeholders
- ☐ Excellent communication skills, both verbal and written, with a diverse range of stakeholders
- ☐ Ability to work effectively as part of a team
- ☐ Ability to think creatively and innovatively
- ☐ Ability to develop and implement process improvements
- ☐ Ability to provide accurate and detailed information – a high attention to detail is a must
- ☐ Ability to treat matters with appropriate sensitivity and confidentiality and to respect Privacy
- ☐ Highly self-motivated
- ☐ Ability to work under pressure and within tight timeframes

EDUCATION REQUIREMENTS

- Cert IV level or above in Marketing, Communications or Sales
- Completion of the modules contained within the *Scouting Training for Staff Members* Scouts Australia e-Learning curriculum (or completion within 3 months of appointment)

INHERENT REQUIREMENTS

This position requires the staff member to:

- Spend extended periods of time sitting and using office equipment and computers
- Spend extended periods of time liaising with clients on the telephone and in person, in a clear and professional manner
- Access filing cabinets on a regular basis (occasional bending is required)
- Adhere to the Scouts Australia Code of Ethics and Code of Conduct for Adults in Scouting
- Satisfactorily complete a National Police Records Check
- Hold a valid Working with Children Check for employees in the jurisdiction in which the position is located.

BUSINESS OBJECTIVE KEY PERFORMANCE INDICATORS

Growth Leadership Governance Resources	Youth Program Fun Challenging Adventurous Inclusive	People Leadership Training Skills	Brand Recognised Respected	Process Plan Do Review
<p>Royalty revenues are monitored accurately and potential issues identified.</p> <p>The Scout Shop operation remains a reliable supplier for Scouting resources</p> <p>New opportunities for royalty revenue are identified and explored.</p> <p>The amount of communication to our members is increased from 2018 levels.</p>	<p>The production of resources to support Scouting meets quality requirements, timeframes and budget as agreed in advance with Scouts Australia youth members, volunteers or paid staff.</p> <p>New opportunities for supporting the program and Scouting activities through product are identified and explored.</p>	<p>A positive, professional relationship is maintained with the Scout Shop contractor and with key personnel within Scouting.</p>	<p>Items sold through Scout Shop are consistent with the Scouts Australia Brand Book.</p> <p>The quality and delivery and price is fit for purpose for Scouting.</p> <p>The manufacturing, distribution and marketing processes reflect the Scout brand as a child-safe organisation.</p> <p>Effective communication pieces and designs</p>	<p>Sales reporting and analysis is conducted accurately and by the due date.</p> <p>Potential improvements to the product development and sales processes are identified and implemented.</p>
<p>Dimensions of the World Organisation of the Scout Movement (WOSM) Global Support Assessment Tool (GSAT) Criteria within each Dimension applicable to this role are found in the GSAT Accountabilities and Responsibilities document</p>				
D02	D08	D06	D01	D07
D03			D04	D10
D09			D05	

BEHAVIOURAL KEY PERFORMANCE INDICATORS

Living by our Code of Ethics

Integrity

- Acting with honesty, truthfulness and fostering appropriate healthy professional relationships
- Recognising and fulfilling where possible, our obligations to our community
- Taking responsibility for our own actions and developing integrity in others
- Acting with impartiality, truthfulness and honesty

Respect

- Showing consideration to others, recognising each individual’s uniqueness and diversity
- Minimising our impact on the environment and seeking to be good caretakers for future generations
- Committing to members well-being and on-going learning through the practice of positive influence, good judgement and empathy in practice

Courage

- Providing challenging, developmental opportunities to empower young people
- Being good role models in Scouting, demonstrating positive attitudes and willingness to live by the Scout Promise and Law
- Being fair and reasonable

I HAVE DISCUSSED WITH MY MANAGER THE REQUIREMENTS OF THE POSITION AND HAVE RECEIVED A COPY OF THIS POSITION DESCRIPTION

The statements contained in this position description reflect general details as necessary to describe the principal functions of this job. It should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including work in other functional areas to cover absence of relief, to equalize peak work periods or otherwise to balance the workload.

..... Date: Date:
Employee National General Manager