



Scouts Australia

Role Description

Government House Camp 2023

**Head of Communications &
Engagement**

April 2023

Role Description: Head of Communications & Engagement

Reports to	Marketing & Communications Lead	Functional Group	Marketing & Communications Team
Team	Communications & Engagement	# of Direct Reports	2

About the event

This event will see up to 2500 Scouts, Venturer Scouts and Rover Scouts from across Australia travel to camp in the grounds of Government House Canberra. This is the first time in almost a century that Scouts have camped at the residence of our Chief Scout, the Governor-General of Australia.

This camp will truly be a unique opportunity for a large group of Australian Scouts to experience a large-scale event in the heart of our nation. With young people at the centre of this experience, this camp will focus on unforgettable memories and real learning outcomes.

In addition to the unique experiences, the event has the potential to generate significant community interest given the location and historical importance. The event will capitalise on this opportunity to engage the political, government, business and philanthropic sectors to promote the benefits, impact, and importance of Scouting in the 21st century.

Why join the team?

Joining the event team will be a challenging and highly rewarding experience. As a member of the team, you'll learn and develop skills in teamwork, event planning, project management and leadership. You'll play a key role in delivering an adventurous, memorable, inclusive, and educational event for Scouts from all over Australia.

What is the purpose of my role?

As Head of Communications & Engagement, you will lead the communications and engagement functions of the Event. This will include oversight of the Communications and Engagement team, promotion and information sharing functions to support Event objectives and drive interest in the Event resulting in well subscribed attendance. The role holder will also be the Event's front line of communication, not only to attract participants but also in



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communicating with attendees in the lead up to the event and communications to families during the event as well as any other tasks reasonably requested by the Organising Team.

Most importantly, you get to help us create the event of a lifetime for up to 2500 youth members.

Where do I fit in?

As the Communications and Engagement Lead, you will report directly to the Marketing & Communications Lead and work in partnership with the Head of Media & PR. You will have members of the Communications and Engagement team reporting directly to you. The Organising Team will provide support and mentorship to help you develop in this role.

How much time is required?

The role will require you to commit a significant amount of time. The first 2 months will start high with about 5 hours a week as we set up the Event Team. As we get closer to the event, the commitment is expected to increase up to 10-15 hours per week.

Applicants should ensure they have the flexibility in their time to be able to accommodate this significant contribution, taking into account their work and study requirements. You should be available during the lead up to, and the full duration of, the event.

This is a volunteer position.



What does the role involve?

My Key Responsibilities	The Key Activities I Will Perform
Oversee the Communications & Engagement for the Event	<ul style="list-style-type: none">• Prepare a detailed marketing and promotions plan.• Monitor and regularly update the online presence. Oversee front of house functions on site at Government House and be a conduit to the broader event team.• Provide input and contribution to the development of impactful and targeted collateral to effectively communicate key messages to varied audiences.• Prepare marketing material for distribution to all eligible attendees.• Generate hype and anticipation about the event.• Prepare communications or content for the website, newsletters and other general communication as required.• During the event coordinate communications back to family members and friends and provide guidance and support to the Media team collecting video and photo footage.• Liaise with other stakeholders and National Office as required.
Managing the Communications & Engagement Team	<ul style="list-style-type: none">• Provide guidance and support to the Communications and Engagement Team.• Be the point of escalation for the Communications and Engagement Team.• Understand the functions and priorities of the Communications and Engagement Team and manage workload accordingly.• Communicate regularly and clearly with the Communications and Engagement Team to ensure they can work effectively.• Any other duty as reasonably requested by the Marketing & Communications Lead.
Working with Others	<ul style="list-style-type: none">• Work together with the Marketing & Communications Lead to support and mentor team members.• Collaborate with other teams on marketing and communication matters.• Clearly communicate with all members of the Marketing and Communications Team, Event Team, and attendees.• Be a mentor and example to all members attending.



What skills do I need for this role?

Essential

- Demonstrated ability in Marketing and/or Communications, either professionally or at past Scouting events.
- High attention to detail.
- A creative thinker who can find new and innovative ways to generate interest.
- Demonstrated ability to work as a member of a team, mentor and lead younger members.
- Self-driven, with an ability to work collaboratively.
- Prepared to accept individual ownership/accountability.
- Ability to operate professionally, with integrity and due respect for confidentiality.
- Ability to think logically and laterally.
- Experience working to tight and evolving deadlines.
- Have excellent IT skills and the ability to deal with multiple and emerging social media platforms, complex spreadsheets, mail merge and other online software.

Desirable

- Prepared to adapt quickly.
- Sound knowledge and understanding of the Scouts Australia youth program.
- Experience in other major events or significant Scouting projects will be highly regarded.

Personal Attributes

- Comfortable being challenged and responding to challenges.
- Passionate about youth leading, adults supporting.
- Consistently demonstrate behaviours and attitudes consistent with the Scout Promise & Law.
- Love problem-solving and are passionate about learning and stretching yourself.
- Have fantastic attention to detail and excellent communication skills.
- Ability to build relationships and trust within the team and with youth and adults alike.

Interpersonal Skills

- Ability to inspire and motivate team members
- Ability to build and maintain strong relationships with key stakeholders
- Excellent communication skills

