



**Scouts Australia**

**Role Description**

**Government House Camp 2023**

**Head of Media & PR**

## Role Description: Head of Media & PR

<b>Reports to</b>	Marketing & Communications Lead	<b>Functional Group</b>	Marketing & Communications Team
<b>Team</b>	Media & PR	<b># of Direct Reports</b>	TBC

### 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 21<sup>st</sup> 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, media engagement 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 Media & PR, you will lead media and public relations functions of the Event. This will include oversight of the Media & PR team to provide strategic advice on raising the profile of Scouting. Working with the assistance of an external agency, this role contributes to the development and implementation of proactive and reactive media and public relations strategies and will manage issues and crisis collaboratively that is aligned to Scouting policies.



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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 Head of Media & PR, you will report directly to the Marketing & Communications Lead and work in partnership with the Head of Communications & Engagement. You will have members of the Media & PR 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 Media & PR for the Event

- Provide professional assistance with public affairs, liaising with stakeholders and preparing and issuing media statements, ensuring appropriate approval prior to release.
- Provide support in evaluating media coverage, identifying opportunities and risks, providing advice, and briefing senior management on emerging issues.
- Assist with developing effective public affairs and media policy and procedures.
- Provide input and contribution to the development of impactful and targeted collateral to effectively communicate key messages to varied audiences.
- Generate hype and anticipation about the event.
- Act as an onsite liaison with media representatives and facilitate necessary permissions and resourcing.
- Liaise with other stakeholders and National Office as required.

#### Managing the Communications & Engagement Team

- Provide guidance and support to the Media & PR team.
- Be the point of escalation for the Media & PR Team.
- Understand the functions and priorities of the Media & PR Team and manage workload accordingly.
- Communicate regularly and clearly with the Media & PR Team to ensure they can work effectively.
- Any other duty as reasonably requested by the Marketing & Communications Lead.

#### Working with Others

- Work together with the Marketing & Communications Lead to support and mentor team members.
- Collaborate with other teams on media and PR 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 media platforms.

### 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

