



# Marketing Manager

## 16th World Scout Moot Portugal, 2025



Reports to	Contingent Leader (CL)	Functional Group	
Team	Contingent Management Team (CMT)	# of Direct Reports	N/A

## Why does my role exist?

The Marketing Manager role exists to manage all the promotion tasks, including but not restricted to social media, website content/design, merchandise and printed advertising for the Contingent.

As the Marketing Manager, you form part of the CMT and work with other members of the team to manage the Australian Contingent to the 16th World Scout Moot in Portugal. You will be involved in tackling real world problems, as well as gaining exposure to the other parts of the World Scouting Movement. But most importantly, you help create the event of a lifetime for hundreds of Rover Scouts.

## Where do I fit in?

As the Marketing Manager, you will report directly to the CL. You will be responsible for:

- Creating the Contingent advertising;
- Promotions;
- Social Media (ie Facebook, X (formally Twitter), WhatsApp, Instagram, etc)
- Newsletters; and
- Design for all merchandise etc.

## How much time is required?

You will be required to commit a significant amount of time for this role. The commitment will be 1 - 4 hours a week until about 12 months out from the event. After this, it could be up to anything from 5 - 10 hours per week, as we get closer to the Moot.

Applicants should ensure they have the flexibility in their time to be able to accommodate this significant contribution considering their work and study requirements. It is desirable for the successful candidate to be available during the lead up to and the full duration of the event, including pre and post tours. This is a volunteer position.



# What does the role involve?

My Key Responsibilities	The Key Activities I Will Perform
<b>Manage Communications</b>	<ul style="list-style-type: none"><li>● Create the Contingent advertising material</li><li>● Develop promotional activities and schedules</li><li>● Monitor social media platforms and communication platforms</li><li>● Posting regular updates to the Contingent website, social media and communication platforms</li><li>● Develop Newsletters</li><li>● Assisting with the design of the Contingent Logo</li><li>● Implementing the Contingent “brand” on all merchandise</li></ul>
<b>Manage Teams and Team Meetings</b>	<ul style="list-style-type: none"><li>● Lead with respect and compassion.</li><li>● Model appropriate behaviours expected of ambassadors of Scouts Australia.</li><li>● Work with your team in resolving issues and escalate to the Executive as required.</li><li>● Participate in the Contingent processes.</li><li>● Develop and maintain a thorough understanding of each area under your control.</li></ul>



# What skills do I need for this position?

## Essential

- A desire to provide marketing and communication services to the Australian Contingent
- Excellent written and verbal communication skills
- Thorough understanding of and experience in using accessible, inclusive language and communications methods
- Experience in running social media accounts/pages and other communication platforms
- Attention to detail
- Ability to work as a member of a larger team
- Ability to work to agreed deadlines

## Desirable

- Experience in other major events or significant Scouting projects.
- Ability to use image manipulation/graphic design programs, i.e. Photoshop, Illustrator
- Ability to think logically and laterally
- Ability to accept individual ownership/accountability
- Experience in international travel is highly regarded
- Qualification in mental health first aid is highly regarded.

## Personal Attributes

- Comfortable in being challenged and responding to challenges
- Perceived as humble and down to earth
- Committed to ensuring the Australian Contingent is youth-led and adult supported
- Love problem-solving and are passionate about learning and stretching yourself

## Interpersonal Skills

- Ability to build relationships and trust within the CMT and with Rover Scouts
- High emotional intelligence is highly regarded.

This role is only open to registered and active members of Scouts Australia.

