



## SCOUTS AUSTRALIA - ROLE DESCRIPTION

### Assistant National Commissioner – Marketing and Communications (International)

<b>Role Title</b>	Assistant National Commissioner – Marketing and Communications (International)
<b>Business Unit</b>	International Team
<b>Reports to</b>	International Commissioner of Australia
<b>Role Level</b>	Uniform Role, Volunteer
<b>Appointment</b>	The appointment is for a fixed term of up to 3 years

*Scouts Australia is a Child Safe organisation. Scouts Australia is inclusive of all, regardless of gender, sexuality, race, religion, or abilities and does not tolerate any form of harm, abuse, or neglect.*

#### OBJECTIVE

The aim of Scouting is to encourage the spiritual, physical, intellectual, emotional, social and character development of young people to enable them to become resilient, self-confident and responsible citizens.

This is achieved through an active, adventure-based program, which develops initiative, teamwork and leadership skills so young Australians can attain their full potential, both as individuals and members of their local, national and international communities.


Scouting is the largest non-formal educational youth organisation in the World with over 50 million members. In Australia, Scouting has a membership of approximately 70,000, of which approximately 50,000 are youth members or young adults with the remainder being older adults supporting the delivery of the program.

#### ROLE OBJECTIVE

The Assistant National Commissioner – Marketing and Communications will play a pivotal role in advancing the core objective of Scouts Australia. Entrusted with the critical task of overseeing and coordinating key international initiatives on behalf of the International Commissioner of Australia (ICoA), this position is central to the ongoing development and growth of Scouts Australia's International portfolio.

The Assistant National Commissioner – Marketing and Communications role exists to support the International Team with the planning, design, facilitation, management and documentation of all International portfolio marketing and communication needs.

The Assistant National Commissioner – Marketing and Communications will work closely alongside the ICoA and members of the International Team including the Deputy International Commissioner, Contingent



Management Teams (CMTs), Branch International Commissioners (BICs), and Program Coordinators, among others to design and deliver a marketing strategy for the international portfolio and beyond.

You will be required to commit a significant amount of time for this role in the first 6-12 months while a strategy and plan is developed and rolled out. However, once the strategy is in place, the time required should lessen to accommodate support of Contingent and Program Teams in addition to any time sensitive needs.

Applicants should consider the time they have available to be able to accommodate this contribution, taking into account their personal, work and/or study requirements and other Scouting requirements, a time of applying but throughout the duration of the role.

## KEY STAKEHOLDERS

- Youth members and Leaders
- Parents and Guardians of youth members
- ICoA
- CMTs
- BICs
- International Team Members
- Scouts Australia Youth Program Team
- Scouts Australia Environment Team
- Scouts Australia Diversity and Inclusion Team
- National Support Team
- National Operations Committee (NOC)
- National Executive Committee (NEC)

## ROLE RESPONSIBILITIES

This role statement will evolve during the inaugural appointment, in line with the needs of the broader International Team; however, the Assistant National Commissioner – Marketing and Communication’s core business will be to:

### Delight Stakeholders

- Support & collaborate with the broader International Team, CMTs and Branch International Commissioners.
- Adopt a pro-active, flexible and engaging approach to stakeholders at all times.

### Strategy and Operational Management

- Develop and design a marketing and communications strategy and subsequent communications schedule for the international portfolio including:
  - the advertisement of open roles on the International Team, Contingent Teams and alike,
  - Contingent applications opening and closing,
  - promotion of other international opportunities such as Branch Friendship Tours and International Letter of Introduction processes and
  - other items as needed.
- Lead the National promotion of major international programs and events.
- Create and curate engaging and informative content, such as articles, press releases, and multimedia materials, to highlight the International Team’s achievements, activities, and values.
- Oversee and enhance the International Team’s digital presence, including website, social media, and other online platforms, to engage and inform the target audience.
- Undertake other projects or functions from time to time, as a member of the international Team, as agreed with the ICoA

### Managing Relationships

- Support and liaise directly with Contingent Leaders/CMTs and Program Coordinators regarding marketing and communications matters relating to their areas of responsibility.

- Support and liaise directly with the Branch International Commissioners on marketing and communications matters relating to the International portfolio.
- Be available as a point of reference for BICs
- Demonstrate an interest in youth members, leaders, parents and CMTs, their opinions and experiences and be able to advocate on their behalf.
- Attend National Meetings as required.
- Attend online International Team Meetings (4 per year)

### Process Improvement

- Develop and design tools, initiatives and projects that support International Scouting in Australia and beyond, identifying gaps and filling them with innovative and member focused solutions.
- Keep abreast of community attitudes, concerns and professional areas of interest relevant to the Australian International Scouting Program.
- Model appropriate behaviours expected of ambassadors of Scouts Australia, including respect and compassion.
- Develop and maintain a thorough understanding of each project under your supervision and utilise the Plan>Do>Review method to benefit from continual improvement.

### Compliance and Procedure

- Always prioritise and practice child safe Scouting.
- Safeguard and promote the Scouts Australia brand, ensuring consistency in messaging, branding, and visual identity across all communication channels.
- Comply with relevant internal processes, compliance, and any legislative requirements.

## KEY SELECTION CRITERIA/PERSONAL REQUIREMENTS

### Essential

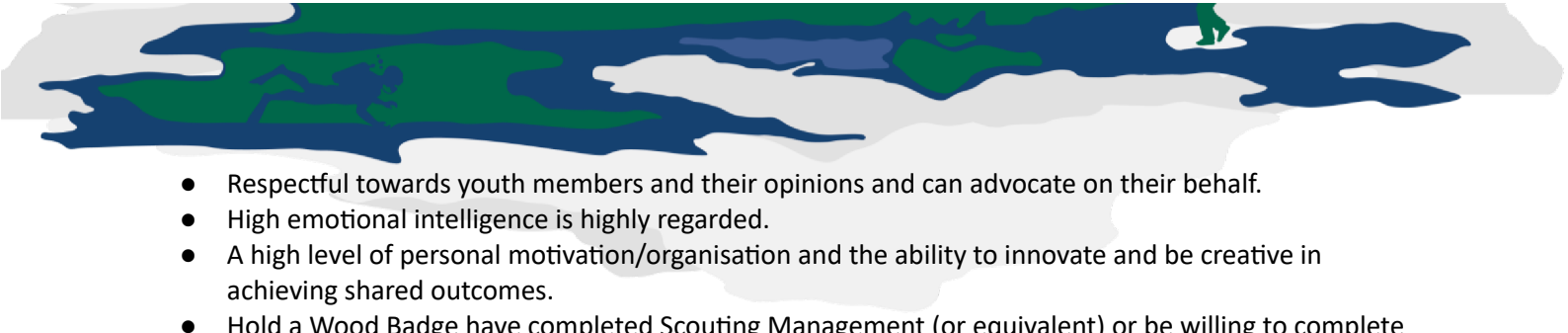
- Outstanding communication, consultation, engagement, and management skills.
- A passion for international Scouting, and its broader contribution to creating a better world.
- Experience in other major events or significant Scouting projects.
- Attention to detail.
- Ability to work as a member of a larger team.
- An unequivocal belief in the Purpose, Principles, Promise, Law, and Method of Scouts Australia.
- Knowledge of, and enthusiasm for, the Youth Program.
- A sound understanding of Safe from Harm in accordance with Scouts Australia Child Safety Policy including principles, standards, and procedures.

### Desirable

- Highly developed skills in guiding, influencing and developing relationships of a diverse stakeholder base, in particular in a volunteer environment and be able to enthuse and inspire people in the achievement of tasks and goals.
- An exemplary appreciation of international issues, including the perspectives of different cultures.
- Qualifications and/or Industry experience in Marketing and Communications would be highly regarded, however is not compulsory.
- Ability to think logically and laterally.
- Ability to work autonomously and accept ownership/accountability.
- Capable of working to tight and evolving deadlines.

### Personal Attributes

- Patient, seeks to understand and utilises learning opportunities.
- Comfortable in being challenged and responding to challenges.
- The ability to work inter-generationally with all members of Scouts Australia.
- Proven success in the empowerment of youth to lead.

- 
- Respectful towards youth members and their opinions and can advocate on their behalf.
  - High emotional intelligence is highly regarded.
  - A high level of personal motivation/organisation and the ability to innovate and be creative in achieving shared outcomes.
  - Hold a Wood Badge have completed Scouting Management (or equivalent) or be willing to complete within 12 months.

### **Technological Experience**

#### Proficiency in Digital Media Tools

- Advanced skills in using digital media software and tools such as Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, or similar graphic design and video editing software.

#### Social Media Management

- Demonstrated experience managing and curating content for social media platforms, including Facebook, Twitter, Instagram, LinkedIn, and emerging platforms. Ability to analyse social media metrics and adapt strategies accordingly.

#### Website Management

- Proficiency in website content management systems (CMS), specifically WordPress.

#### Video Production

- Basic video editing skills using software like Adobe Premiere Pro, Final Cut Pro, or similar tools. Ability to shoot and edit videos for promotional purposes.

#### Graphic Design

- Strong graphic design skills to create visually appealing promotional materials, including flyers, banners, posters, and digital assets.

#### Content Creation

- Ability to write and edit engaging and error-free content for websites, social media, press releases, and other communication materials.

#### Video Conferencing and Webinars

- Proficiency in configuring, conducting, and participating in video conferences, webinars, and virtual events using platforms like Microsoft Teams or Metasuite Live functions.

These skills are highly desirable in the Assistant National Commissioner role to effectively communicate the International Team's mission, engage with the community, and promote its activities and events through various digital channels, however the role also gives the opportunity to learn, grow and develop.

This is a volunteer role open only to Youth, Adult and Fellowship members of Scouts Australia. This role is also required to undergo a probationary period of 6 months to assess suitability to the position.