



SCOUTS AUSTRALIA - ROLE DESCRIPTION

Marketing & Communications Lead

Role Title	Marketing & Communications Lead
Business Unit	Contingent Management Team – New Zealand Venture
Reports to	Contingent Leader – New Zealand Venture
Role Level	Uniform Role, Volunteer
Appointment	The appointment is for a fixed term up to March 2026

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 Australian Contingent is seeking to build a team of talented, dedicated, and enthusiastic Scouting people to lead the participation of Australian Venturer Scouts in the 16th Aotearoa/New Zealand Venture.

As Marketing & Communications Lead, you will be part of the Contingent Management Team and work across the team to plan an outstanding international experience for Scouts from across the country. You'll lead planning and delivery of our Contingent branding and marketing plan. This will include oversight of the Marketing & Communications portfolio and coordination of our brand, website, promotional materials and events, social channels, and newsletters.

This is a co-leadership position. Our team will include two Marketing & Communications Leads: a young adult looking to develop their skills in International Scouting, supported by a seasoned operator. This structure is intended to develop a pipeline of leaders for future Scouts Australia International Contingents.

This position is available to a young adult or an experienced supporting adult.

As the Marketing and Communications Lead, you will report directly to the Contingent Leader. Depending on the size of the Contingent, you may have team members reporting to you in this role. The Contingent Leader and Deputy Contingent Leader will support you to grow into this role over the next 18 months.



KEY STAKEHOLDERS

- Contingent members (youth and adults)
- Parents and Guardians of youth members
- Contingent Management Team
- Venture Organising Committee
- International Team Members
- National Support Team

ROLE RESPONSIBILITIES

Develop and deliver Contingent branding and marketing plan

- Develop a Contingent brand, including a logo, for use across marketing materials and merchandise.
- Prepare a plan of marketing actions to promote the 15th Aotearoa/New Zealand Venture e to all eligible members of Scouts Australia.
- Collaborate with the Assistant Contingent Leaders to craft our message.
- Ensure marketing expenditure is in line with approved budget allocations.

Coordinate digital communications

- Manage the Contingent website.
- Manage the Contingent social channels before our departure and throughout our trip to New Zealand.
- Post regular updates of Contingent activities during our trip, including photographs and videos.

Prepare Contingent newsletters

- Prepare Contingent newsletters with key information for distribution to all Contingent members.

Working with others

- Work with teams in resolving issues and escalate to the Contingent Executive as required.
- Actively engage in all meetings of the Contingent Management Team.
- Collaborate with other Contingent Management Team members on program matters.
- Clearly communicate with all members of the Program Team, Contingent Management Team, and Contingent members.
- Be a mentor and example to all members attending.


KEY SELECTION CRITERIA/PERSONAL REQUIREMENTS

Essential

- Demonstrated ability in marketing and communications, either professionally or at past Scouting events. Experience with graphic design, including the development of branding and marketing material, is highly regarded.
- Excellent IT skills, including the ability to use the Microsoft Office 365 package, online registration systems, complex spreadsheets, social channels, and website maintenance portals.
- Capable of working to tight and evolving deadlines.
- Ability to work as a member of a diverse team that includes young people.
- 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.
- Have excellent IT skills, including the ability to use the Microsoft Office 365 package, online registration systems, and complex spreadsheets.
- Must have a sound understanding of Safe from Harm in accordance with Scouts Australia Child Safety Policy including principles, standards, and procedures.

Desirable

- Sound knowledge and understanding of the Scouts Australia program.
- Experience as a participant or supporting adult to a major Scouting event within Australia or overseas.

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- Experience in international travel, ideally leading groups, is highly regarded.

Personal Attributes

- Comfortable in being challenged and responding to challenges
- Willingness to learn and support development of others.
- Perceived as humble and down to earth.
- Aspire to make the Australia Contingent as youth led as your local Venturer Scout Unit.
- Love problem-solving and stretching yourself.
- Have fantastic attention to detail and excellent communication skills.
- Ability to build relationships and trust within the Contingent Management Team and across the broader Australian Contingent with youth participants and supporting adults.

You will be required to commit a significant amount of time for this role. For the remainder of 2024, expect about 4-5 hours a week as we market the Contingent and prepare to open applications. During 2025, you should expect around 5-8+ hours a week as we work together to finalise arrangements for our New Zealand adventure.

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

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.