



SCOUTS AUSTRALIA – ROLE DESCRIPTION

Head of Marketing & Communications

Role Title	Head of Marketing & Communications
Business Unit	Contingent Management Team – World Scout Jamboree 2027
Reports to	Contingent Leader – World Scout Jamboree 2027
Role Level	Uniform Role, Volunteer
Appointment	Fixed term appointment until October 2027

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.

ORGANISATION 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 Scouts aged 14-17 years old in the 2027 World Scout Jamboree.

The World Scout Jamboree is the premier international event conducted by Scouts Australia requiring a high level of attention to detail and commitment to ensuring positive experiences for our youth members. As a member of the CMT you'll work collaboratively with the broader team to execute the roles and responsibilities outlined in your role's scope.

The Head of Marketing & Communications is responsible for shaping and managing the Contingent's brand and communication strategies. This includes overseeing internal communication platforms, developing a participant communication system, and executing marketing initiatives across various channels. Additionally, the role involves ensuring compliance with data privacy laws, managing crisis communication plans, and driving participant engagement through effective outreach, registration efforts, and merchandise procurement. Collaboration with other teams and maintaining a strong focus on clear, consistent messaging are key to the role's success.

KEY STAKEHOLDERS

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

ROLE RESPONSIBILITIES

This role comes with a number of responsibilities including the ones listed below. Due to the unpredictable nature of the event, there will be times you are asked to take on additional responsibilities and that is an expectation of this role.

At all times this position will demonstrate behaviours in accordance with Scouts Australia purpose, principles and Association values. and will adhere to the Adult Code of Ethics and Code of Conduct.

As Head of Marketing & Communications you will:

- Operate the internal Contingent communications platforms including Office 365, Slack and any other software which the Contingent utilises. (with the exception of the Contingent registration system).
- Successfully implement a participant communication platform, allowing members to talk amongst their units, get formal and informal updates and share content.
- Ensure a team of Adults are assigned to sufficiently moderate any Contingent wide communication channels.
- Build the Contingent brand in line with the guidelines provided by the JOC and advice provided by Scouts Australia.
- Market the event through all relevant channels including social media, EMDs, postal, newsletters and more.
- Create the Contingent newsletters, working with the relevant teams to ensure key details of the event are communicated at the appropriate time.
- Ensure all pre-event travel and transport comms are clearly communicated, using data to understand the uptake of this information.
- Ensure compliance with all data and digital privacy laws and regulations both in Australia and Overseas.
- Assist with the organisation of Meet-Camp and O-Camp, including the communication of relevant dates for each participant.
- Create a Contingent website which is both within our brand guidelines and includes as much information regarding the event as possible while remaining easily accessible.
- Work collaboratively with the Finance and Risk team to identify and mitigate Marketing and Communications risks within the Contingent.
- Lead the crisis comms drafting process prior to the event, with multiple scenarios pre-planned for and ready to action.
- Provide Branches with marketing and comms templates which can allow key messages to be easily communicated to their members.
- Drive registrations throughout the application period in line with the goals set by the Contingent Leader.
- From the applicants identified by the People & Culture and Health & Wellbeing teams, communicate both their provisional letter of offer and final letter of offer to attend the Contingent.
- Lead the merchandise procurement and delivery for Contingent members including outlining the scope of items to be offered.
- Prepare and regularly review the Marketing and Communications Team budget, ensuring value is delivered to Contingent members.
- Build a strong team to support and complete the tasks required.
- Regularly attend the 'Core Team' Meetings with the relevant members of your team.
- Complete any other tasks reasonably required of you by the CL, DCL or ACL.

WHO WE'RE LOOKING FOR/SELECTION CRITERIA

Running the Contingent for the World Scout Jamboree requires confident and capable people who are willing and able to take on the large task in front of them.

The people we're looking for:

- Ready to build and develop the next generation of event leaders through both mentoring them and enabling them to take charge.
- Prepared to gain sound understanding of Safe from Harm in accordance with Scouts Australia Child Safety Policy including principles, standards, and procedures.

- Complete any training outlined as required by the International Commissioner.
- Focused on the collective rather than the individual.
- Self-driven, with an ability to work collaboratively.
- Able to operate professionally, with integrity and due respect for confidentiality.
- Ready to take on the significant time commitment which should not be underestimated. Even though this is a volunteer position you will be held to the deliverables of your role.
- Solely focused is on creating experiences for our youth during the event, meaning you may not have the opportunity for the same self-enjoyment, rather gaining satisfaction from the experience created for our youth.
- Passionate about events and want to help us succeed.
- Are current members of a Scouts Australia Branch and will maintain that membership throughout the tenure of your role.
- Hold a current Working with Children/Vulnerable Persons check in the Branch of which you are a member and agree to maintain this check throughout the tenure of your role.
- Have had a National Police check and agreed to any further check as required from time to time.
- Have completed and passed all mandatory training with a commitment to renew successfully every two years.
- Have attached two referees to your application who can speak to your past experience and your style of operating.
- Expected you to contribute, agree and uphold the team charter.

Desirable additional qualities:

- Sound knowledge and understanding of the Scouts Australia program.
- Have excellent IT skills, including the ability to use the Microsoft Office 365 package, online registration systems, and complex spreadsheets.
- Experience in international travel.

You will be required to commit a significant amount of time for this role. Anticipate approximately 5 -10+ hours per week. 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 HOC Meetings, pre and post tours. This role is a volunteer position and you will be required to undergo a probationary period of 6 months to assess suitability to the position.

WHERE YOU'LL FIT IN

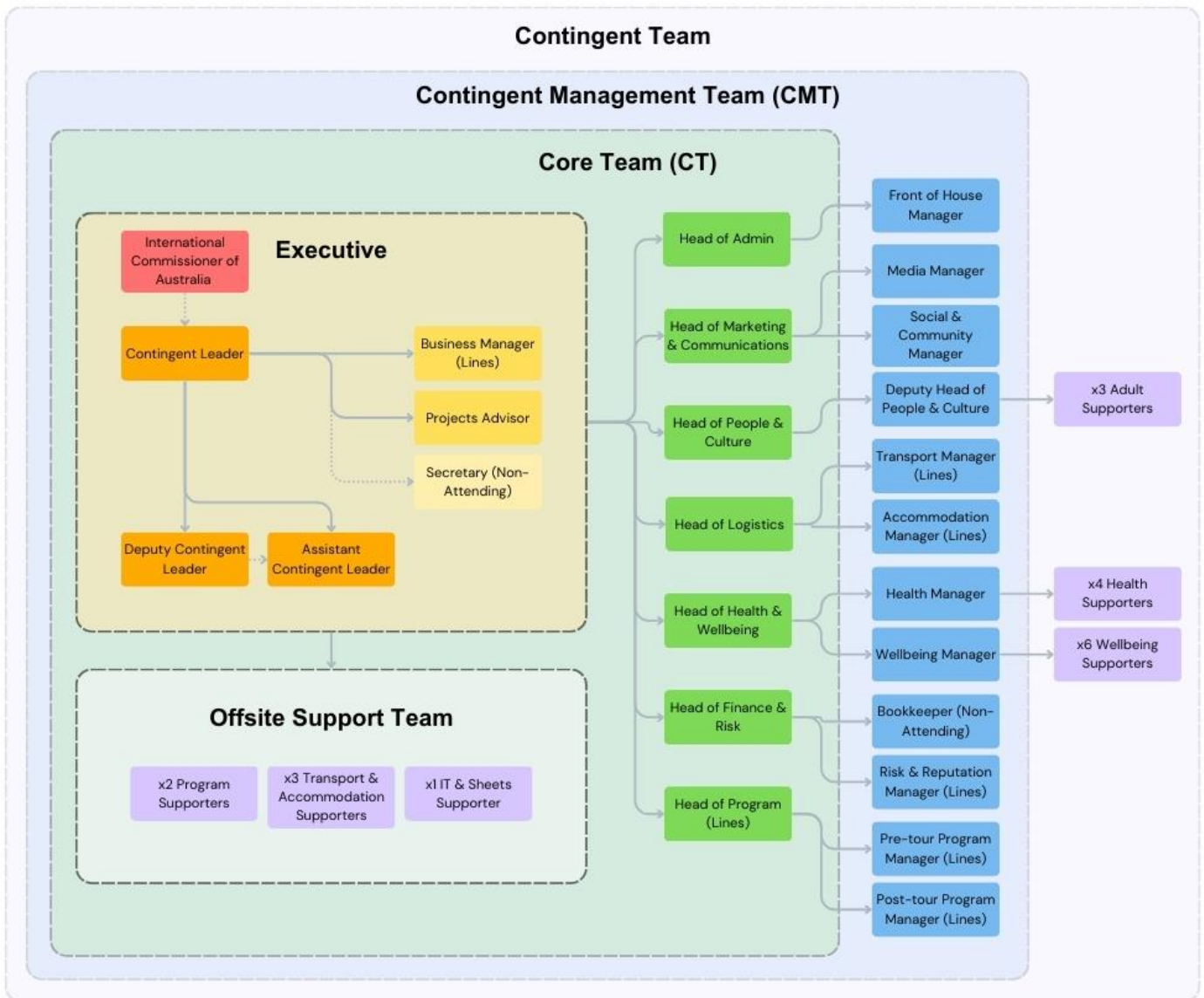
Below is an attached copy of our most recent org design. Please familiarise yourself with the roles in the team and if you have any questions please don't hesitate to ask. Where a role is marked as lines you may be required to attend the event in a Unit Leader capacity, if you have any concerns please reach out.

WSJ 2027 ORG CHART

VERSION 2.4 - SEPTEMBER 2024

Contingent in Numbers

Total Contingent Team: 48
 Total Contingent Team Attending: 40
 Total Non-Lines/IST Contingent Team Attending: 32
 AusCon: 30
 Food House: 2





HOW TO APPLY

What to Submit

- Please submit and complete the questions asked of you in the online form to the highest standard possible. We want to know who you've put forward is your best self!

Where to Submit

- Please apply online through this form before the 10th of October: <https://forms.office.com/r/vqFxQMJUUpb>