



## SCOUTS AUSTRALIA - ROLE DESCRIPTION

### Marketing & Communications Lead

<b>Role Title</b>	Marketing & Communications Lead
<b>Business Unit</b>	Contingent Management Team – 19 <sup>th</sup> Nippon Scout Jamboree
<b>Reports to</b>	Contingent Leader – 19 <sup>th</sup> Nippon Scout Jamboree
<b>Role Level</b>	Uniform Role, Volunteer
<b>Appointment</b>	The appointment is for a fixed term up to November 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 Scouts and Venturer Scouts in the 19<sup>th</sup> Nippon Scout Jamboree.

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 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 through November 2026.

## KEY STAKEHOLDERS

- Contingent members (youth and adults)
- 19<sup>th</sup> Nippon Scout Jamboree Organising Committee
- Parents and carers of youth members
- International Team Members
- Contingent Management Team
- 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 19<sup>th</sup> Nippon Scout Jamboree to all eligible members of Scouts Australia.
- Collaborate with the Contingent Management Team to craft our message.
- Ensure marketing expenditure is in line with approved budget allocations.

### Coordinate digital communications

- Manage the Contingent webpages.
- Manage the Contingent social channels before our departure and throughout our trip to Japan.
- 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 Leader as required.
- Actively engage in all meetings of the Contingent Management Team.
- Collaborate with other Contingent Management Team members on marketing and communication matters.
- Clearly communicate with all members of the Event 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.
- Must have a sound understanding of Safe from Harm in accordance with Scouts Australia Child Safety Policy including principles, standards, and procedures.
- An understanding and sense of respect to the Japanese culture and practice.

### 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.
- Experience in international travel, ideally leading groups, is highly regarded.
- Writing or speaking proficiency in Japanese at some level.

### 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 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 2025 expect about 4-5 hours a week as we market the Contingent and prepare to open applications. During 2026 you should expect around 5-8+ hours a week as we work together to finalise arrangements for our Japanese 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 tour.

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