



SCOUTS AUSTRALIA - ROLE DESCRIPTION

DEPUTY PRINCIPAL MARKETING & PROMOTION

Role title	Deputy Principal Marketing & Promotion
Business unit	Scouts Australia Institute of Training (RTO 5443) Principal: Scouts
Reports to	Australia Institute of Training
Role level	Uniform role, Assistant National Commissioner Rank, Under 30yo
Appointment	volunteer position The appointment is for up to three (3) years with an option for another three 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.

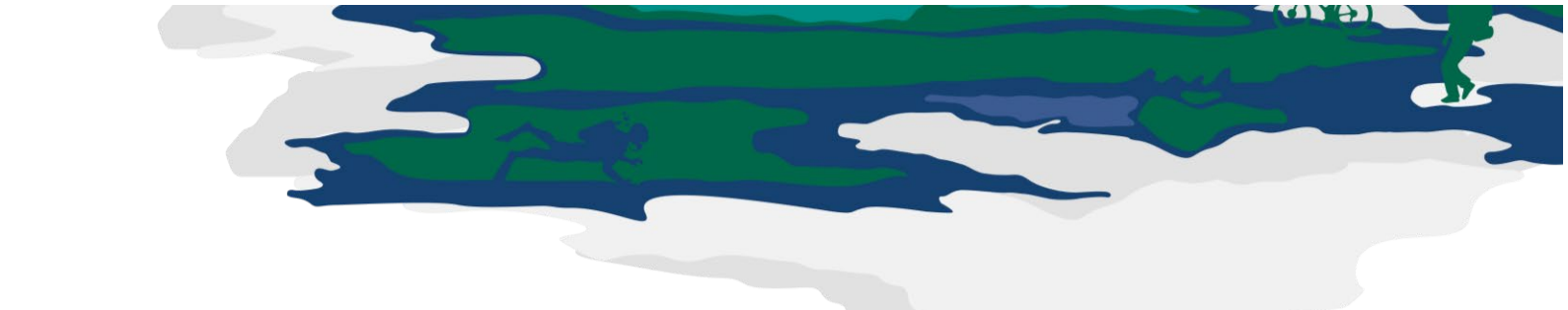
This is achieved through an active, adventure-based program, which develops initiative, teamwork and leadership skills so young Australians can attain their full potential, both as individuals and members of their local, national and international communities.

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

SAIT was first established as a Registered Training Organisation in August 1996 and pursues, as its primary purpose, to provide members of Scouts Australia, both youth and adult members the ability to use appropriate pathways to seek, through a Recognition of Prior Learning (RPL) assessment, a range of industry recognised, externally accredited qualifications in accordance with its registered Scope.

The Deputy Principal Marketing & Promotion is a member of the SAIT Principal team and holds specific portfolio responsibilities for the member division of the Scouts Australia RTO. Working closely with National and Senior Branch members and employees, they share responsibility in ensuring that SAIT remains a compliant, vibrant and relevant RTO for the members of Scouting in Australia.



KEY STAKEHOLDERS

- Principal SAIT
- Deputy Principal SAIT
- Assistant Principal Faculties SAIT
- RTO Compliance Coordinator
- SAIT Committee
- Relevant SAIT Project leaders
- National Team
- Under 30yo National Team appointments

ROLE RESPONSIBILITIES

The Deputy Principal Marketing & Promotion, core responsibilities will be to:

Satisfied Stakeholders

- Adopt a pro-active, flexible and engaging approach to stakeholders at all times.
- Clearly convey information and ideas through a variety of media to individuals and groups in a manner that engages the audience and helps them understand and retain the message.

People Leadership

- Actively provide support to the Principal SAIT.
- Participate as an active member of the SAIT Operations Committee.
- Build collegial networks of best practice and use networks to liaise with, ensure requirements for personnel in the Standards for RTOs are met and provide support to;
 - Deputy Principal SAIT,
 - Assistant Principal Faculties SAIT,
 - National RTO Compliance Coordinator,
 - Branch Commissioners for Vocational Education and Training,
 - SAIT Project leaders and project patrols.

Association Values and Culture

At all times, demonstrate behaviours in accordance with the Associations Scout Method, Code of Ethics, Code of Conduct and Values, in particular:

- Responsibility for oneself physically, intellectually, emotionally, socially and spiritually
- Contributing to society
- Being a strong role model for others
- Protecting young people from harm or exploitation
- Proactively caring for the environment in a sustainable way
- Demonstrating respect and equity for others
- Valuing the importance of technological innovation to benefit human society.

Strategy and Operational Management

- Assist in ensuring SAIT is seen as an efficient and effective operational RTO.
- Assist in the on-going marketing and informing members of qualifications available to them from the SAIT scope.
- Actively contribute to the broader Scouts Australia strategy

Managing Relationships

- Be an advocate for SAIT ensuring relevant Scouts Australia portfolios and Branch teams are informed about how the SAIT's scope of products meet organisation and member needs.
- Attend and represent SAIT at National Meetings as required, including;
 - National Team
 - SAIT Committee.

Process Improvement

- Continually ensure that new and existing members of Scouts Australia remain informed about the opportunities available to them from SAIT.
- Assist in the process of continually improving the student experience through the collection of feedback, responses to complaints and analysis of reports.

Compliance and Procedures

- Assist with the maintenance of relevant internal processes, compliance matters and any legislative requirements.
- Assist in the monitoring and regularly reporting on the performance of SAIT.

STRATEGIC RESPONSIBILITIES

Make delivering our youth program easier and more impactful	Build the recruitment and retention machine to grow our movement	Reshape a contemporary volunteer model that drives Scouting	Unlock and steer resources to future-proof our mission	Transform the organisational support of our movement
Key Performance Measures				
<i>Enable the growth in the membership of youth and adults across Australia.</i> <i>Appropriate policies that ensures consistency and a high standard of training delivery and opportunities for our membership to have their skills recognised outside of Scouting</i>	<i>Support the youth program and Adult Leaders</i>	<i>Recognise member knowledge, capacity and competence.</i> <i>Grow capacity of Scouting in Australia</i>	<i>Ensure Scouts Australia is recognised by government and the wider community as contemporary and meeting the needs of 21st century Australia.</i>	<i>Ensure that a continuous improvement framework exists to enhance the support to members.</i>
Criteria of the World Organisation of the Scout Movement (WOSM) Global Support Assessment Tool (GSAT) monitored on behalf of the Chief Commissioner of Australia¹				
D02	D08	D06	D01	D07
D03			D04	D10
D09			D05	



KEY SELECTION CRITERIA/PERSONAL REQUIREMENTS

The successful applicant will be able to demonstrate the following:

- Hold a Certificate of Adult Appointment, or be a registered and active Rover Scout,
- Hold a Wood Badge and/or be willing to complete the Scouting Leadership training within 12 months of appointment.
- Well-developed communication and interpersonal skills with the ability to build relationships and engage members.
- Experience working with groups to deliver results.
- Knowledge and experience in qualifications that are on scope for the Scouts Australia RTO.
- Certificate IV or higher level qualifications (in a relevant discipline, i.e. Training, Volunteer Coordination, Leadership and Management), desirable but not essential.