



**ROLE DESCRIPTION**  
**State Commissioner – Marketing**

<b>Title</b>	State Commissioner – Marketing
<b>Reports to</b>	Chief Commissioner
<b>Direct Reports</b>	None
<b>Key Stakeholder</b>	Scouts Victoria – Marketing & Communications Manager
<b>Support Team</b>	Marketing & Communications Team
<b>Measurement</b>	Membership, Engagement, and Participation

This is a voluntary position.

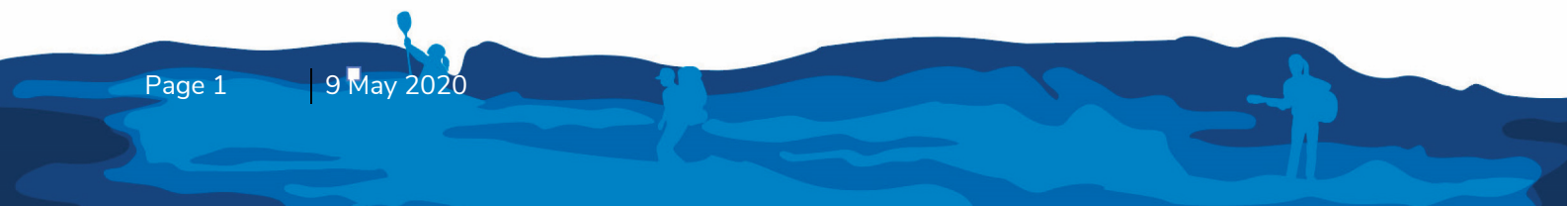
Scouts Victoria is a Child Safe organisation and is inclusive of all, regardless of gender, sexuality, race, religion, or abilities and does not tolerate any form of harm, abuse or neglect. Scouts Victoria aims for best practice while meeting obligations to Scouts Australia (National), Asia-Pacific Region of WOSM (APR) and World / WOSM (the World Organization of the Scout Movement).

The State Commissioner – Marketing will share in the Chief Commissioner’s leadership focus and is responsible for overseeing all external communications for Scouts Victoria.

Working with the Marketing team and external stakeholders, the State Commissioner - Marketing provides support to the Marketing team and assistance with the planning and implementation of marketing functions that promote and enhance Scouts Victoria’s reputation as a leading youth organisation. The State Commissioner - Marketing will play a key role in developing and implementing marketing plans to support the implementation of the Scouts Victoria Strategic Plan. In addition, the role will assist the Marketing team in the management and administration of day to day tasks providing specialist support as required.

#### PRIMARY RESPONSIBILITIES

- Together with the Marketing team, develop and implement external marketing plans and evaluate their effectiveness in relation to the Scouts Victoria Strategic Plan.



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- Contribute to the development and implementation of external marketing and communication strategies in order to enhance the reputation of Scouts Victoria in line with the marketing strategy.
- Develop and maintain strong professional relationships with external stakeholders at all levels.
- Leverage research to identify trends, opportunities and key issues.
- Promote major events (such as Kangaree, Cuboree and Jamboree) to an external audience.
- Assisting Marketing team with key external stakeholder invitations and involvement at State events such as ARAP, Hall Openings and other State-wide events.
- Collect good news stories from Leaders within the organisation – for use in positive media engagement and social media channels.
- Work closely with State Leadership Team and all external stakeholders to ensure our external communications are aligned with the strategic plan.
- Help develop strategy for political engagement supported by the continued development of our Guidelines for Political Engagement
- Support Marketing Manager as a key contact in the Marketing team.
- Liaise with the Emergency Management Team and the Chief Commissioner for all crisis communication.

**Membership**

- Be a member of the Marketing team

**Finance**

- Provide and manage a budget

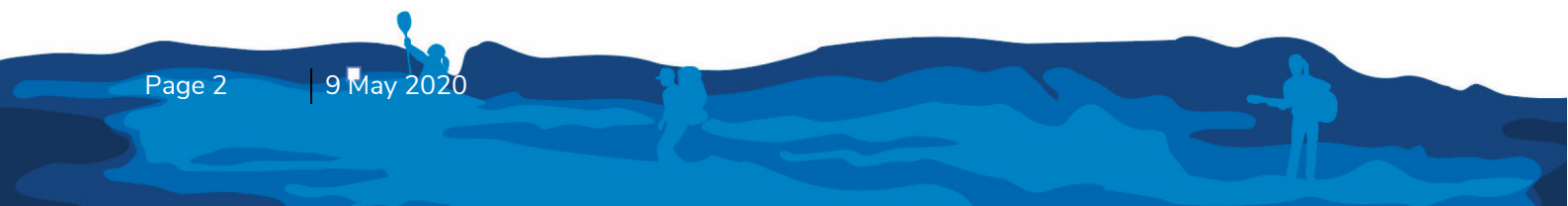
**Coaching/Mentoring**

- Develop a team of people who can assist with external communication and marketing plans.

**Communication**

- Work collaboratively with the State Leadership Team
- Liaise with counterparts in other States and relevant National Commissioner for standards, guidance and expertise
- Other duties as required by the Chief Commissioner Scouts Victoria

**ATTITUDE, SKILLS and KNOWLEDGE REQUIRED**



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**Attitude**

1. Be enthusiastic with a strong commitment to Scouting Principles and the importance of the Scout method in delivering the program
2. Have a commitment towards the importance of activities and the 'out' in Scouting
3. Be inclusive in leadership style encouraging their teams to excel
4. Be respectful of all their team accepting individual differences as a resource
5. Uphold and demonstrate a commitment to the implementation of Child Safe Scouting

**Skills**

1. Personal knowledge of and active experience in marketing
2. Be able to motivate, lead, communicate with and motivate adult leaders and work harmoniously to grow the program
3. Have planning and delegation skills
4. Demonstrate risk management, work health and safety (WHS) and Scoutsafe skills
5. Maintain confidentiality

**Knowledge**

1. Have a sound knowledge and strong commitment to the aims, objectives and philosophy of the Scout Movement, its policies and procedures and have a clear understanding of the methods which make it distinctive from other youth organizations
2. Understand and demonstrate the role and responsibilities of a State Commissioner and have a commitment to that role
3. Have completed Advanced Leader of Adults training, or be willing to complete Basic LoA training within twelve months and Advanced LoA training within two years of appointment.

