

Scouts Victoria – Rovers Victoria

Position Description – Rover Advisor VRC Marketing



Position Title: Rover Advisor - VRC Marketing

Reports To: State Commissioner – Rover Support

Team Support: Rover Marketing Officer & Marketing Team

Location: Victoria

Time Commitment: Part-time, flexible

Role Overview

The Rover Marketing Advisor helps guide and support the Rover Marketing Officer and team by providing advice, creative input, and assistance with planning and delivery of promotional campaigns. The role focuses on mentoring young adults in marketing, branding, and communications within a youth-led framework.

Key Responsibilities

- **Mentorship & Support:** Provide practical support and guidance to Rover marketing team members on strategy, planning, and execution.
- **Collaboration:** Attend team meetings and help foster a positive, inclusive, and productive environment.
- **Creative Guidance:** Assist with ideas, training and helps advise the team in areas for social media, event branding, campaigns, and content creation.
- **Scouting Values:** Help ensure all promotional content reflects Scouting values, safety, and inclusivity.

Skills

- Personal knowledge of and active experience within the Rover section desirable.
- Experience in marketing, PR, communications, or content creation.
- Understanding of branding, audience engagement, and campaign planning.
- Ability to relate to, communicate with, mediate, and motivate Rovers and supporters.
- Planning and delegation skills.
- Demonstrated risk management, work health safety (WHS), and ScoutSafe skills

Knowledge

- Have a sound knowledge of, and strong commitment to, the purpose, objectives and philosophy of the Scout Movement, its policies and procedures and have a clear understanding of the methods that distinguish it from other youth organisations.
- Awareness of Scouts Victoria's brand and communication guidelines.
- Demonstrated understanding of the role and responsibilities of an 'advisor' position in the Rover Section.
- Have completed Leadership Training within 12 months of appointment and complete woodbadge within 2 years of appointment.