

ROLE DESCRIPTION

Marketing Director - AJ2028

Title	Marketing Director
Reports to	Chief Director – AJ2028
Direct Reports	Manager – Theming Manager – Radio Manager – Newspaper Manager – Media Liaison Manager – Contingent Marketing Support Other Managers as negotiated
Term of Appointment	August 2025 – July 2028
Measurement	Membership, Quality and Participation

This is a voluntary position.

Scouts Victoria is a Child Safe organisation. Scouts Victoria is inclusive of all, regardless of gender, sexuality, race, religion, or abilities and does not tolerate any form of harm, abuse or neglect.

Australian Jamborees are a crucial part of the Scout Journey for thousands of young people, they develop lifelong memories and personal growth of every youth member who attends. We recognise the significant contribution made by all who provide their time for the event, mutual respect, flexibility and positivity. The Marketing Directorate is a pivotal part of the Jamboree, developing a central theme that reticulates throughout our event design and experience. The team is responsible for outward marketing to prospective participants and supporters, internal communications, media liaison, on site radio and newspaper.

Scouts Victoria aims for best practice while meeting obligations to Scouts Australia (National), Asia-Pacific Region of WOSM (APR) and World / WOSM (The World Organisation of the Scouting Movement).

PRIMARY RESPONSIBILITIES

- Operate in accordance with the Scouts Australia – Australian Scouting Youth Events Policy and the Scouts Australia – Australian Scouting Youth Events Standards
- Make a significant contribution to the planning and organisation of the Jamboree by developing a promotional plan for pre and during the event.
- Implement the above promotional plan within approved guidelines.
- Develop the materials for distribution to Contingent teams to enable them to locally promote the event to their Members and the public.
- Source and produce for approval materials for a newsletter to interested parties, applicants



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and Contingent teams.

- To operate in accordance with the Scouts Australia – Australian Scouting Youth Events Policy and the Scouts Australia – Australian Scouting Youth Events Standards.
- Source and produce for approval material to be promoted on the social media platforms and for distribution to the Contingent teams for their social media presence.
- Work with the Manager – Sponsorship (Finance Team) to establish promotional capabilities and boundaries, together with implementation and delivery of our obligations to sponsors.
- Provide leadership and guidance to a team of Leaders, Youth, and other volunteers to facilitate the success of the 28th Australian Jamboree (AJ2028)
- Incorporate authentic youth member input into the work of the Directorate
- Make a significant contribution to the planning and organisation of the 2028 Australian Jamboree.
- Develop a plan to make the Australian Jamboree a safe and positive experience for all participants and attendees
- Implement the above plan with the endorsement of the Chief Director.
- Be accountable for all aspects of the directorate, including planning, operations and delivery, including the budget and financial results; risk management and workplace health and safety matters.
- Develop a collaborative environment bringing together all wellbeing and child safety capabilities across the Jamboree to provide a consistent user experience and capability.
- Develop and manage the timeline for all key milestones of the directorate event plan.
- Develop the Directorate budget to assist in the preparation of the overall Jamboree budget
- Contribute to a monthly report of the Operations Directorate to the Jamboree Executive Committee
- Participate as a member of the Jamboree Organising Committee, attending meetings, reporting progress, presenting the Directorate plan and contributing to the overall planning of the Jamboree relevant to areas involving your Directorate.
- Provide input to the event status report.
- Contribute to the preparation of a comprehensive final report at the conclusion of the event for submission to the Branch Executive Committee/National Executive Committee.
- Any other responsibilities requested by and in support of Chief Director

ATTITUDE, SKILLS and KNOWLEDGE REQUIRED

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



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1. Strategic thinker with an ability to articulate visions, strategies and plans.
2. Ability to develop sound administrative processes to support strategic direction.
3. Flexibility in approach and an ability to work under pressure is essential.
4. Be able to mediate, carry out investigations, write reports and make recommendations.
5. Proven ability to prioritise workloads and multitask to ensure commitments are fulfilled in a timely manner.
6. Relevant management qualifications or experience.
7. Demonstrate planning and delegation skills.
8. Demonstrate risk management, work health and safety, and ScoutSafe skills.
9. Maintain confidentiality with sensitive and personal information.
10. Demonstrate risk management, work health and safety (WHS) and Scoutsafe skills in the adventurous activity environment

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 Supply and Camping Director and have a commitment to that role
3. Already have completed or be willing to completed Basic Activity or Leader of Adult Basic training within twelve months of appointment.
4. Have attained Certificate of Advanced Adult Leadership (Leader of Adults) or
 - i. be prepared to attain Certificate of Proficiency within 12 months
 - ii. complete Certificate of Advanced Adult Leadership within 2 years.

