

Role Description

General Manager

Brand - AJ2028

Title

General Manager – Brand

Reports to

Director, Marketing and Communications (Michelle Strachan)

Direct Reports

Brand Team

Appointment Term

November 2025 to February 2028

Measurement / KPIs

Youth engagement, digital reach, brand consistency, membership growth, and campaign participation

Position Type

Voluntary

Scouts Australia is a Child Safe organisation. We are inclusive of all, regardless of gender, sexuality, race, religion, or ability, and do not tolerate any form of harm, abuse, or neglect.

The General Manager, Brand leads the AJ2028 Brand Team, responsible for delivering a unified, youth-driven and contemporary brand identity for the 27th Australian Jamboree (AJ2028).

This role reports to the Director, Marketing and Communications and works collaboratively across the AJ2028 team, Scouts Victoria, Scouts Australia and other Branches to ensure the Jamboree brand reflects the excitement, values and diversity of modern Scouting.

Primary Responsibilities

- Lead and empower the Brand Team, including youth members and volunteers, to deliver a strong, consistent and engaging AJ2028 brand.
- Ensure authentic youth voice drives the creative direction and decision-making.
- Create, document and maintain the official AJ2028 Brand Guidelines, including logo usage, tone of voice, colour palette, typography, photography and accessibility standards.
- Manage brand governance and compliance across all platforms and materials.
- Collaborate with General Managers across Marketing and Communications (Digital, Media, Merchandise and others) to maintain alignment and consistency.
- Support Contingents, State Teams and Subcamps in applying brand assets correctly.
- Manage the AJ2028 Brand Asset Library and oversee correct application of files.
- Work with the Merchandise GM on branding for uniforms, signage and products.
- Deliver monthly WIP updates and quarterly reports to the Director, Marketing and Communications.
- Provide a final brand summary and digital archive at the conclusion of the event.

- Ensure all branding aligns with Scouts Australia and WOSM guidelines and meets accessibility and child safe requirements.

Youth Involvement

- Embed youth participation throughout the design and brand journey.
- Facilitate youth-led logo and slogan development phases.
- Support young creatives to contribute ideas and assets under guidance from professional mentors.
- Celebrate and acknowledge youth contributions through storytelling and recognition.

Attitude, Skills and Knowledge Required

Attitude

- Enthusiastic, creative and committed to Scouting values.
- Participatory Leader who empowers others and values youth-led input.
- Strategic thinker with a solution-focused approach.
- Calm and adaptable in a fast-paced, event-driven environment.
- Collaborative and inclusive communicator.

Skills

- Proven leadership and project management ability.
- Strong communication, organisation and delegation skills.
- Demonstrated eye for detail and quality assurance in all design and branding outputs.
- Understanding of brand strategy, storytelling and identity systems.
- Experience in visual design, marketing or digital media.
- Sound budgeting and reporting capability.
- Confident in using design tools such as Canva or Adobe Creative Cloud.

Knowledge

- Comprehensive understanding of Scouting values and methods.
- Knowledge of current design, marketing and accessibility standards.
- Experience in National event branding or marketing projects desirable.
- Familiarity with Scouts Australia and Scouts Victoria brand frameworks.

Specific Duties

- Build and manage an inclusive, capable Brand Team.
- Develop and publish the AJ2028 Brand Guidelines by March 2026 and ensure consistent adoption across all directorates and contingents.
- Coordinate branding rollouts across internal and external campaigns.
- Approve all brand applications before publication or distribution.
- Partner with other GMs to support campaign materials, merchandise and media integration.
- Maintain version control of all official brand assets.
- Evaluate engagement and reach across digital and physical brand touchpoints.
- Deliver the AJ2028 final brand report and digital archive by March 2028.
- Perform other duties as required to support AJ2028 success.