

Title

General Manager - Media

Reports to

Director, Marketing and Communications

Direct Reports

Media Engagement Team

Appointment Term:

November 2025 to February 2028

Measurement / KPIs:

Positive media coverage, brand sentiment, reach, and recruitment impact across national, state, and local media

Position Type

Voluntary

Scouts Victoria 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, Media leads the AJ2028 Media Team, responsible for driving proactive and positive media engagement before, during, and after the 27th Australian Jamboree (AJ2028).

This role focuses on positioning AJ2028 as a powerful national showcase of Scouting's purpose, people, and impact - highlighting the world's largest youth movement and the opportunities it creates for young Australians.

Primary Responsibilities

- Develop and deliver a national media engagement strategy for AJ2028.
- Build and maintain relationships with key journalists, producers, and outlets across print, online, TV, and radio.
- Secure proactive stories that highlight the positive impact of Scouting and the achievements of youth members.
- Coordinate all external media enquiries and act as first point of contact for media during AJ2028.
- Support Branches, Contingents, and local Groups to secure media coverage that promotes Scouting in their communities and aids recruitment.
- Develop key messaging and media toolkits for use by Contingents and Groups, ensuring consistent and positive narratives.
- Oversee press releases, media alerts, and story pitches in alignment with Scouts Australia and Scouts Victoria communication guidelines.
- Collaborate with the Director, Marketing and Communications to ensure all media activity aligns with national branding and reputation management.
- Work closely with the Risk, Welfare, and Operations teams to support any reactive or crisis communication needs.
- Manage on-site media access, accreditation, and escorted visits for journalists and photographers.

- Ensure that all media interactions uphold Scouts Victoria's Child Safe and privacy standards.
- Deliver regular media reports and analytics to the Director, Marketing and Communications.
- Prepare a final media impact and outcomes report by March 2028.

Youth Involvement

- Provide opportunities for older youth to contribute ideas for media stories and interviews.
- Support youth members as spokespeople in positive, age-appropriate ways.
- Encourage youth-led storytelling that reflects Scouting's diversity and strength while maintaining safety and support.

Attitude, Skills and Knowledge Required

Attitude

- Enthusiastic, professional, and passionate about Scouting's public image.
- Collaborative leader who empowers others and maintains composure under pressure.
- Strategic thinker with a positive and proactive approach to communication.
- Inclusive and respectful in representing the movement to external audiences.

Skills

- Strong relationship-building and communication skills.
- Experience in media relations, publicity, or public affairs.
- Ability to craft compelling stories and identify strong media angles.
- Confidence in briefing and preparing youth and adults for interviews.
- Excellent writing, editing, and presentation skills.
- Proven ability to manage sensitive information and respond to emerging issues.
- Highly organised, detail-oriented, and capable of managing deadlines.

Knowledge

- Understanding of the Scouting program, values, and objectives.
- Knowledge of media processes, deadlines, and journalistic requirements.
- Familiarity with Scouts Australia and Scouts Victoria brand and communication policies.
- Awareness of reputation management, risk mitigation, and crisis communication.

Specific Duties

- Build and lead the AJ2028 Media Team.
- Develop and maintain a national database of key media contacts.
- Deliver media briefings and toolkits for Branches, Contingents, and local Groups.
- Plan and deliver pre-event media campaigns to build awareness and excitement.
- Coordinate media opportunities during AJ2028, including site visits and feature stories.
- Ensure all media coverage aligns with Scouts Victoria's brand and child safe standards.
- Prepare regular monthly media updates and performance reports.
- Produce a final AJ2028 Media Outcomes Report by March 2028.
- Perform other duties as required to support the success of AJ2028.

Outcomes

Success in this role will be measured by positive national and local media coverage that showcases Scouting's values, visibility, and impact; supports recruitment across Australia; and leaves a lasting legacy of goodwill and recognition following AJ2028.