

**Title**

General Manager - Newspaper

**Reports to**

Director, Marketing and Communications

**Direct Reports**

Editorial and Production Teams

**Appointment Term**

November 2025 to February 2028

**Measurement / KPIs:**

Quality, consistency, engagement, and delivery of the AJ2028 Newspaper, along with youth development and collaboration across marketing teams

**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, Newspaper leads the AJ2028 Newspaper Team, responsible for producing the official daily newspaper at the 27th Australian Jamboree (AJ2028). This publication captures the stories, achievements, and atmosphere of the Jamboree while providing an authentic, youth-led media experience.

This role works collaboratively with the General Managers for Photography, Digital, Media, and Brand to ensure the newspaper reflects the event's visual identity, messaging, and storytelling standards.

**Primary Responsibilities**

- Lead the planning, production, and delivery of the AJ2028 Newspaper throughout the Jamboree.
- Establish a newsroom environment that empowers youth participants to contribute as writers, editors, and designers.
- Oversee all aspects of editorial production including story selection, layout, proofreading, and final approvals.
- Collaborate with the Photography and Digital teams to source and select high-quality images.
- Work with the Brand team to ensure all visual elements meet AJ2028 branding and style standards.
- Ensure content is accurate, balanced, inclusive, and celebrates Scouting's values and diversity.
- Manage relationships with printing and logistics partners to ensure timely daily delivery.
- Oversee digital accessibility of newspaper content, including uploads to AJ2028's online channels.
- Encourage contributions from youth across all contingents, representing a wide range of voices and experiences.
- Coordinate pre-event planning, including team recruitment, training, and production testing.

- Maintain confidentiality, uphold Child Safe standards, and model professional conduct in all interactions.
- Provide monthly progress reports to the Director, Marketing and Communications.
- Prepare a final summary and outcomes report by March 2028.

## Youth Involvement

- Facilitate youth leadership within the editorial team structure.
- Provide hands-on learning opportunities in writing, editing, interviewing, and publishing.
- Recognise and celebrate the work of youth contributors in the final souvenir edition.
- Create a safe, fun, and educational newsroom environment where young people can develop practical media skills.

## Attitude, Skills and Knowledge Required

### Attitude

- Enthusiastic, inclusive, and committed to Scouting's principles.
- Encourages creativity, collaboration, and learning within the team.
- Calm and adaptable in a high-paced environment with tight deadlines.
- Detail-oriented and focused on quality storytelling.
- Values diversity and ensures youth voices are represented authentically.

### Skills

- Strong editorial, writing, and proofreading skills.
- Excellent organisation and time management under pressure.
- Proven leadership and ability to coordinate multiple contributors.
- Familiarity with newspaper production processes and publishing software.
- Clear communication skills, both written and verbal.
- Collaborative approach with strong teamwork and delegation skills.
- Eye for detail in content accuracy, layout, and design.

### Knowledge

- Understanding of Scouting's values and culture.
- Awareness of journalistic ethics and standards appropriate for a youth publication.
- Familiarity with digital publishing tools (e.g. Adobe InDesign, Canva, or similar).
- Experience in print production and managing deadlines desirable.
- Knowledge of branding principles and the AJ2028 style guide.

### Specific Duties

- Recruit, train, and mentor the Newspaper Team.
- Develop the AJ2028 Newspaper production schedule and structure.
- Oversee editorial planning, design templates, and content workflows.
- Collaborate with Photography, Media, Digital, and Brand teams to ensure cross-platform consistency.
- Coordinate printing and distribution logistics for daily delivery.
- Deliver a special souvenir edition that captures the spirit of AJ2028.
- Prepare regular progress reports and a final 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 the production of a high-quality, engaging, and inclusive



daily newspaper that captures the energy and stories of AJ2028, empowers youth participants, and reflects the creativity and diversity of Scouting.