

Title:

General Manager - Promotions

Reports to

Director, Marketing and Communications

Direct Reports

Promotions Team

Appointment Term

November 2025 to February 2028

Measurement / KPIs

Reach, engagement, and conversion of eligible youth into AJ2028 participants; campaign performance, collaboration with other GMs, and timely delivery of communications

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, Promotions leads the AJ2028 Promotions Team, responsible for driving awareness, excitement, and participation for the 27th Australian Jamboree (AJ2028). This role ensures that youth, parents, and Leaders across Australia understand the value, opportunities, and life-changing experiences that AJ2028 offers.

This position works collaboratively with the General Managers for Brand, Media, Digital, and Merchandise to maintain consistent messaging and visuals across all pre-event communications and campaigns.

Primary Responsibilities

- Lead the planning and delivery of national and state-level promotional campaigns for AJ2028.
- Develop and execute a comprehensive promotions strategy that aligns with AJ2028's brand and communication goals.
- Oversee production of promotional materials, including posters, videos, presentations, and digital assets for use by Branches, Contingents, and Groups.
- Manage AJ2028 newsletters, ensuring regular, engaging, and informative content for both youth and adult audiences.
- Work closely with the Digital team to coordinate email distribution, EOI updates, and online campaign timing.
- Create and distribute promotional toolkits to Contingents, Regions, and local Groups to support their community-level marketing and recruitment efforts.
- Collaborate with the Brand team to ensure all materials meet style guide requirements and reflect the AJ2028 identity.
- Support Branches and Contingents in adapting national materials for local audiences while maintaining brand integrity.
- Coordinate milestone campaigns such as EOI launch, "Applications Open," "One Year to Go," and "See You at AJ2028."

- Engage youth Ambassadors to feature in promotional stories, videos, and newsletters.
- Liaise with the Media team to amplify positive Jamboree stories through external media coverage.
- Work with the Merchandise team to integrate promotional tie-ins with merchandise releases.
- Ensure all promotional activities are inclusive, positive, and child safe.
- Provide monthly progress reports to the Director, Marketing and Communications.
- Prepare a final promotional outcomes report by March 2028.

Youth Involvement

- Engage youth members in content creation, storytelling, and campaign ideation.
- Encourage youth-led social media takeovers, video challenges, and event countdown content.
- Provide mentoring opportunities for youth interested in marketing, design, and communications.

Attitude, Skills and Knowledge Required

Attitude

- Positive, creative, and energetic approach to promoting Scouting.
- Collaborative and inclusive leadership style that values youth voice.
- Strategic thinker who is motivated by seeing results and growth.
- Adaptable and able to thrive in a dynamic, event-driven environment.
- Commitment to accuracy, professionalism, and Scouting's values.

Skills

- Strong marketing, campaign, and communications planning skills.
- Excellent written communication and storytelling ability.
- Experience producing newsletters, promotional copy, and digital content.
- Ability to manage timelines and coordinate multiple projects simultaneously.
- Competence in Canva or Adobe Creative Suite for layout and design.
- Skilled in building and maintaining relationships across teams and Branches.
- Sound budgeting and reporting capability.

Knowledge

- Understanding of Scouting's values, program, and structure across Australia.
- Awareness of marketing channels including digital, social, print, and email.
- Familiarity with Scouts Australia and Scouts Victoria brand guidelines.
- Understanding of community engagement and recruitment best practices.

Specific Duties

- Recruit, lead, and support the Promotions Team.
- Develop a year-by-year campaign schedule for AJ2028.
- Oversee newsletter production, including EOI updates, youth engagement features, and leader information.
- Coordinate promotional assets and resources for Branches and Contingents.
- Collaborate with Brand and Digital GMs to ensure consistent messaging and scheduling.
- Manage timelines for key campaign launches and media tie-ins.
- Evaluate campaign performance and engagement data to refine strategies.
- Ensure all communications are accessible, inclusive, and child safe.
- Provide monthly 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 effectiveness of promotional campaigns, increased participation in AJ2028, and stronger engagement and pride across the Scouting community leading into the event.