

**Title**

General Manager - Social Media

**Reports to**

Director, Marketing and Communications

**Direct Reports**

Social Media Team

**Appointment Term**

November 2025 to February 2028

**Measurement / KPIs**

Engagement growth, audience reach, brand consistency, youth participation, and compliance with all social media and online safety regulations

**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, Social Media leads the AJ2028 Social Media Team, responsible for showcasing the excitement, impact, and inclusiveness of Scouting through engaging, safe, and authentic online storytelling. This role manages AJ2028's digital presence before, during, and after the Jamboree, ensuring all content reflects Scouts Victoria's values and complies with national and government standards for youth participation online.

**Primary Responsibilities**

- Lead the planning, creation, and delivery of AJ2028's social media content strategy.
- Develop and manage a comprehensive content calendar aligned with the Brand, Media, Digital, and Promotions teams.
- Oversee posting, community engagement, and platform monitoring across all AJ2028 channels.
- Drive creative storytelling through photos, videos, short-form content, and live updates that capture the spirit of the Jamboree.
- Ensure all youth-led or youth-featured content complies with Scouts Victoria's Child Safe Policy, media consent requirements, and Australian Government regulations on underage use of social media.
- Maintain compliance with the Online Safety Act, ACMA codes, and platform age restrictions, ensuring parental consent and safe content moderation.
- Manage a team of youth and adult volunteers who contribute to AJ2028's social media channels.
- Provide guidance and approval on all visual and written content before publishing.
- Collaborate with the Brand and Photography teams to ensure consistent visuals, tone, and style.
- Coordinate with the Media team for reactive responses and coverage of key stories.
- Support the Promotions and Digital teams in distributing major campaign content and newsletters across social platforms.

- Track analytics, monitor reach and engagement, and provide monthly performance reports to the Director, Marketing and Communications.
- Prepare a final social media report, including analytics, insights, and lessons learned, by March 2028.

## Youth Involvement

- Mentor youth social media creators and provide training in content creation, captioning, and responsible posting.
- Facilitate pre-event workshops to help youth understand online safety, consent, and digital reputation.
- Ensure all youth creators work under supervision and within Scouts Victoria's Child Safe framework.
- Celebrate and credit youth contributions appropriately and safely.

## Attitude, Skills and Knowledge Required

### Attitude

- Enthusiastic, creative, and committed to Scouting's values.
- Confident in leading a youth-inclusive digital team.
- Strategic, forward-thinking, and adaptable to fast-changing digital environments.
- Proactive in upholding safe, positive, and inclusive online spaces.
- Calm and professional when managing real-time content or feedback.

### Skills

- Excellent written and visual communication skills tailored to multiple platforms.
- Experience managing social media accounts for organisations or events.
- Competence with social media management tools and analytics platforms.
- Strong understanding of content scheduling, tagging, and community engagement.
- Ability to brief, support, and supervise youth in social content creation.
- Skilled in crisis communication and online moderation.
- Understanding of online safety, privacy, and consent processes.

### Knowledge

- Up-to-date knowledge of the Online Safety Act (2021) and 2024–2025 amendments relating to underage social media use.
- Understanding of ACMA and eSafety Commissioner guidance for digital content involving youth.
- Familiarity with Scouts Australia and Scouts Victoria social media, brand, and child safe policies.
- Awareness of emerging digital trends, accessibility standards, and best practices in youth engagement.

### Specific Duties

- Recruit, train, and manage the Social Media Team.
- Develop the AJ2028 social media strategy, content pillars, and tone of voice.
- Coordinate and manage pre-event, live, and post-event coverage across all channels.
- Maintain daily updates and live storytelling during the Jamboree in coordination with Digital and Media teams.
- Ensure content moderation and rapid response to any inappropriate or unsafe comments.

# Marketing AJ2028

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- Conduct risk assessments for new social platforms or content formats.
- Produce analytics reports to measure engagement and identify growth opportunities.
- 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 strength and positivity of AJ2028's online presence, the growth of audience engagement, the consistency of messaging across platforms, and full compliance with Scouts Victoria and government digital safety requirements.