

# Marketing AJ2028

---

**Title:**

General Manager - VIP & Guest Engagement

**Reports to:**

Director, Marketing and Communications

**Direct Reports:**

VIP Coordination Team, Youth Tour Leaders, Adult Support Team

**Appointment Term:**

November 2025 to February 2028

**Measurement / KPIs:**

Quality of guest experience, delivery of the VIP Coordination Program, collaboration across portfolios, youth engagement, and effective communication with all stakeholders

**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, VIP Coordination, is responsible for coordinating all official guests, dignitaries, and special visitors attending AJ2028, including the planning and delivery of the VIP Coordination Program. This role ensures that every portfolio has the opportunity to identify and invite their key representatives, sponsors, and supporters to appropriate events during the Jamboree.

The General Manager, VIP and Guest Management, manages the overall guest experience - from invitations and scheduling through to onsite hosting ensuring all visitors feel welcomed and experience the impact, professionalism, and values of Scouting.

This role also oversees the coordination and briefing of youth-led tour guides, supported by adults, to provide engaging and informative site tours for VIPs and guests throughout the Jamboree.

**Primary Responsibilities**

- Plan, coordinate, and deliver all aspects of the AJ2028 VIP Coordination Program, including official events, receptions, and visits.
- Ensure all portfolios and directorates have the opportunity to nominate and invite their key guests, sponsors, and supporters.
- Develop and manage a central guest invitation and registration process, including RSVP tracking and confirmations.
- Oversee the scheduling and hosting of VIP visits, ensuring logistics, timing, and event alignment are efficient and coordinated.
- Manage a youth and adult team responsible for guest hosting, tours, and event assistance.

# Marketing AJ2028



- Create and deliver pre-event training and onsite briefings for youth tour leaders to ensure they are confident, knowledgeable, and supported.
- Coordinate with the Media, Radio, and Content Production teams to facilitate interviews and coverage of VIP visits and key events.
- Work with the Program and Entertainment teams to identify events or performances where VIPs can be appropriately involved or acknowledged.
- Ensure all guest experiences reflect Scouting's inclusivity, hospitality, and professionalism.
- Oversee the preparation of information packs, schedules, and briefing materials for visiting dignitaries.
- Liaise with the Risk and Security teams to ensure appropriate access, safety, and escorting arrangements for VIPs.
- Coordinate photography, seating, signage, and presentation requirements for VIP events.
- Manage all Child Safe, accessibility, and security considerations for guests and youth tour leaders.
- Provide monthly progress reports to the Director, Marketing and Communications.
- Prepare a final VIP Coordination outcomes and event summary report by March 2028.

## Youth Involvement

- Recruit and mentor youth members as official AJ2028 tour guides and event hosts.
- Provide pre-event training, rehearsal, and briefing sessions for youth to build skills in communication, public speaking, and leadership.
- Ensure adult mentors are present to support youth during all guest tours and interactions.
- Recognise and celebrate the contribution of youth hosts as ambassadors for Scouting.

## Attitude, Skills and Knowledge Required

### Attitude

- Professional, welcoming, and confident communicator.
- Passionate about showcasing Scouting to external audiences.
- Inclusive and respectful in all interactions.
- Calm, adaptable, and organised under pressure.
- Dedicated to creating memorable and positive experiences for guests.

### Skills

- Excellent coordination, planning, and stakeholder management skills.
- Confident public speaking and presentation ability.
- Strong written and verbal communication skills.
- Attention to detail in scheduling, logistics, and event delivery.
- Experience managing volunteers or youth teams.
- Ability to brief and support young people in leadership and ambassadorial roles.
- High level of professionalism and discretion when dealing with dignitaries.

### Knowledge

# Marketing AJ2028

---



- Understanding of Scouting's values, culture, and event protocols.
- Familiarity with guest management processes and VIP protocols.
- Knowledge of event logistics, security, and risk management.
- Awareness of accessibility and inclusion standards.
- Understanding of Scouts Australia and Scouts Victoria branding and communication expectations.

## Specific Duties

- Recruit and manage the VIP Coordination Team.
- Oversee planning and delivery of the VIP Coordination Program and related events.
- Coordinate youth and adult tour teams, ensuring full training and daily briefings.
- Liaise with other AJ2028 teams to align guest visits, tours, and scheduling.
- Maintain accurate guest lists and ensure all relevant portfolios are engaged in invitation processes.
- Coordinate with the Media, Radio, and Content Production teams for coverage and interviews.
- Prepare VIP welcome materials, signage, and event information.
- Ensure all events are inclusive, safe, and respectful of cultural and protocol requirements.
- 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 quality and professionalism of the VIP experience, effective collaboration across portfolios, the confidence and leadership demonstrated by youth hosts, and the positive reputation built through high-level guest engagement at AJ2028.