

# Marketing AJ2028

---

**Title**

General Manager - Website

**Reports to**

Director, Marketing and Communications

**Direct Reports**

Website Team

**Appointment Term**

November 2025 to February 2028

**Measurement / KPIs**

Website performance, content accuracy, accessibility, brand consistency, user engagement, and collaboration with other 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, Website leads the AJ2028 Website Team, responsible for maintaining, updating, and optimising the AJ2028 website as the central source of accurate and engaging information about the 27th Australian Jamboree (AJ2028).

This role ensures the website reflects Scouting's values, promotes inclusivity, supports recruitment and participation, and provides timely, user-friendly access to all relevant event information. The General Manager, Website will collaborate with all Marketing and Communications teams to ensure consistent branding, messaging, and content accuracy.

**Primary Responsibilities**

- Manage the planning, structure, and ongoing maintenance of the AJ2028 website.
- Ensure all content is accurate, current, and consistent with Scouts Victoria and Scouts Australia messaging and branding.
- Maintain an accessible, mobile-friendly, and easy-to-navigate website that supports users across all devices.
- Implement updates and improvements in collaboration with the Brand and Digital teams.
- Coordinate uploads and revisions of event information, videos, documents, and visual assets.
- Collaborate with the Promotions and Media teams to publish major announcements, news, and event updates.
- Work closely with the Brand team to ensure all online design elements align with the AJ2028 style guide.
- Ensure the website complies with all Scouts Australia Child Safe and privacy requirements and meets relevant Australian Government accessibility standards (WCAG 2.1 or higher).
- Oversee digital security measures and content moderation to protect users and data integrity.
- Monitor site analytics and performance to ensure a reliable, engaging user experience.
- Manage a small team of volunteers responsible for content updates, design, and functionality testing.

- Provide monthly progress reports to the Director, Marketing and Communications.
- Prepare a final website report, including recommendations for future events, by March 2028.

## Youth Involvement

- Engage youth contributors in testing and reviewing website design and usability.
- Provide opportunities for youth members interested in digital media to gain practical experience in content management and accessibility.
- Recognise youth contributions to content development, photography, or feedback.

## Attitude, Skills and Knowledge Required

### Attitude

- Enthusiastic, detail-oriented, and committed to Scouting's principles.
- Proactive and responsive to feedback, ensuring timely updates.
- Inclusive and collaborative approach, working well across teams.
- Calm under pressure, with strong problem-solving and adaptability.

### Skills

- Excellent organisation and time management.
- Strong attention to detail in content review and editing.
- Competence with website content management systems and basic digital design.
- Understanding of accessibility and user experience principles.
- Ability to communicate clearly with both technical and non-technical contributors.
- Familiarity with SEO and website analytics reporting.
- Experience managing volunteers or small project teams.

### Knowledge

- Understanding of Scouting's values, language, and culture.
- Awareness of online safety, privacy, and accessibility standards.
- Knowledge of content creation, publishing workflows, and quality assurance.
- Familiarity with Scouts Australia and Scouts Victoria brand guidelines.

### Specific Duties

- Recruit, lead, and support the Website Team.
- Develop and maintain a schedule for regular site audits and updates.
- Review and update content to ensure accuracy, readability, and alignment with brand tone.
- Collaborate with the Promotions, Brand, and Media teams to coordinate content updates and event announcements.
- Maintain consistency in navigation, layout, and accessibility across all pages.
- Conduct regular site testing and troubleshooting to ensure reliability.
- Manage a version-controlled library of published content.
- 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 accuracy, accessibility, and reliability of the AJ2028 website, the quality of user experience delivered, and the effectiveness of collaboration with the broader Marketing and Communications team.