

Title

General Manager - Content Production

Reports to

Director, Marketing and Communications

Direct Reports

Head of Photography, Head of Videography, Content Production Team

Appointment Term

November 2025 to February 2028

Measurement / KPIs

Quality, consistency, and delivery of photographic, video, and audio content; collaboration across Marketing and Communications teams; compliance with child safe, privacy, and accessibility requirements

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, Content Production leads the AJ2028 Content Production Team, responsible for capturing the people, stories, and atmosphere of the 27th Australian Jamboree (AJ2028) through photography, videography, and audio.

This team works closely with the Brand, Social Media, Newspaper, and Media teams to provide engaging, accurate, and visually consistent content that reflects Scouting's values and the energy of the Jamboree.

Primary Responsibilities

- Lead the planning, coordination, and daily operation of the Content Production Team.
- Oversee photography, videography, and audio recording teams to ensure cohesive, high-quality output.
- Develop and deliver a content plan covering all major activities, ceremonies, and daily life at AJ2028.
- Establish a clear workflow for capturing, reviewing, editing, and delivering content to the Social Media and Media teams.
- Facilitate multiple pre-event workshops for the team to build skills, test equipment, and align with AJ2028's storytelling, branding, and consent standards.
- Manage a file delivery system for photo, video, and audio assets, ensuring secure, labelled, and accessible storage.
- Provide timely, approved content packages each day to the Social Media team for publication.
- Liaise closely with the General Manager, Newspaper to supply required imagery and interviews for each edition.
- Ensure all content capture complies with Scouts Victoria's Child Safe, privacy, and consent policies.

- Uphold and recognise the need for professional-like, strong and positive relationships between the Marketing and Entertainment Teams to ensure brand alignment and content development.
- Maintain consistent visual and tonal standards across all photography, video, and audio outputs.
- Oversee basic editing and post-production for photography, video, and audio content prior to release.
- Ensure accessibility standards are met, including captioning or transcripts for key video and audio pieces.
- Provide monthly progress reports to the Director, Marketing and Communications.
- Prepare a final content archive and outcomes report by March 2028.

Youth Involvement

- Engage youth in photography, video, and audio production roles.
- Provide mentoring and training in safe, creative storytelling.
- Encourage youth to contribute ideas and perspectives to event coverage.
- Ensure youth involvement is well supervised and aligns with child safe practices.

Attitude, Skills and Knowledge Required

Attitude

- Enthusiastic, organised, and committed to Scouting's principles.
- Calm, adaptable, and professional under pressure.
- Inclusive leader who supports youth development and teamwork.
- Detail-focused and committed to producing quality, on-brand content.

Skills

- Strong leadership, planning, and coordination skills.
- Experience in photography, videography, or audio production.
- Excellent organisational and workflow management ability.
- Familiarity with digital asset management systems and file transfer tools.
- Proficient in photo, video, or audio editing software (e.g. Adobe Creative Suite or equivalent).
- Clear communication skills for coordinating multi-disciplinary teams.
- Strong understanding of content quality control, consent, and accessibility.

Knowledge

- Understanding of Scouting's values and storytelling approach.
- Awareness of privacy, consent, and child safe requirements in media production.
- Knowledge of event coverage logistics and file management.
- Familiarity with Scouts Australia and Scouts Victoria brand and communication standards.

Specific Duties

- Recruit, train, and manage the Content Production Team.
- Appoint and support the Head of Photography and Head of Videography.
- Develop AJ2028's content capture and delivery schedule.
- Coordinate photo, video, and audio coverage across all areas and contingents.
- Maintain an efficient workflow for daily content capture, editing, and delivery.
- Work with the Social Media and Media teams to prioritise daily stories and feature coverage.
- Ensure safe, inclusive, and respectful portrayal of all participants.
- Manage the long-term storage and organisation of all event media assets.
- Provide monthly progress reports and a final outcomes report by March 2028.

Marketing AJ2028



- Perform other duties as required to support the success of AJ2028.

Outcomes

Success in this role will be measured by the quality, variety, and accessibility of visual and audio content captured, the development of youth content creators, and the effective collaboration with Social Media and Media teams to deliver engaging storytelling for AJ2028.