

## SCOUTS AUSTRALIA (VICTORIAN BRANCH)



### ROLE DESCRIPTION State Leader – Local Marketing Support

<b>Title</b>	State Leader – Local Marketing Support
<b>Reports to</b>	Chief Commissioner (TBC)
<b>Direct Reports</b>	None

Scouts Victoria is a Child Safe organisation. Scouts Victoria is inclusive of all, regardless of gender, sexuality, race, religion or abilities and does not tolerate any form of harm, abuse or neglect.

The State Leader – Local Marketing Support will share in the strategic direction of Scouts Victoria to support local communities with their local marketing efforts such as media releases, local Facebook communities and festivals. This is a fixed term position of 12 months to support Scouts Victoria in our strategic pillar of raising our profile within local communities.

Scouts Victoria aims for best practice while meeting obligations to Scouts Australia (National), Asia-Pacific Region of WOSM (APR) and World / WOSM (The World Organisation of the Scouting Movement).

### PRIMARY RESPONSIBILITIES

1. Support Units, Groups and Districts to promote Scouting through their local community.
2. Provide targeted support in conjunction with the Scouts Victoria “raising our profile” campaign.
  - In the form of answering specific requests through the termly challenges.
  - In the form of identifying opportunities within our wider campaign to promote locally in social media or local newspapers.
3. Where appropriate, track the support given and report on the progress.
4. Other duties as required by the Chief Commissioner

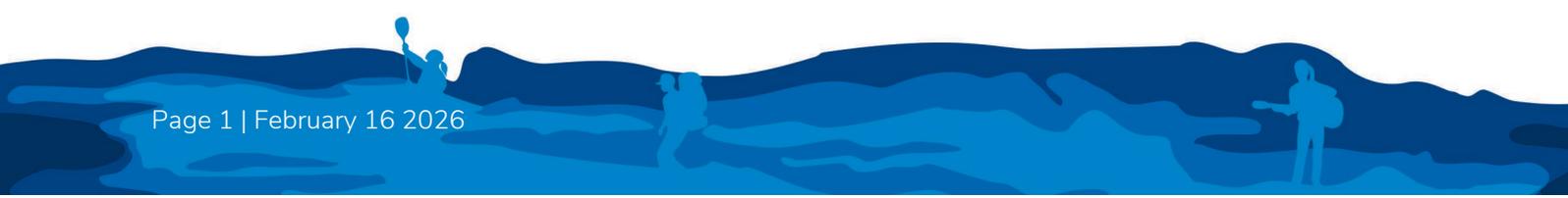
### ATTITUDE, SKILLS and KNOWLEDGE REQUIRED

#### Attitude

1. Be enthusiastic with a strong commitment to Scouting Principles and the importance of the Scout method in our organisation
2. Be confident, friendly and supportive.
3. Uphold and demonstrate a commitment to the implementation of Child Safe Scouting

#### Skills

1. Be able to communicate with and support local Leaders to promote Scouting in their local communities.
2. Be able to write cohesively and effectively in various forums such as social media and media releases.
3. Ability to effectively communicate with people via various means including email, face-to-face and over the phone.
4. Demonstrate risk management, work health and safety (WHS) and Scoutsafe skills





## Knowledge

1. Have a sound knowledge and strong commitment to the aims, objectives and philosophy of the Scout Movement, its policies and procedures and have a clear understanding of the methods which make it distinctive from other youth organizations
2. Understand the various roles fulfilled in Scout Groups including Section Leaders, Group Support Committee and Adult Helpers
3. Understand the options available to support local Scout Groups.
4. Hold a Certificate of Membership and be an active and current Rover or Leader in the organisation.