

MARKETING & COMMUNICATIONS LEAD

The Purpose of the Scout Movement is to contribute to the education of young people in achieving their full physical, intellectual, emotional, social, and spiritual potentials as individuals, as responsible citizens and as members of their local, national, and international communities.

Scouts WA is a child safe organisation with zero-tolerance for any harm, abuse, or neglect. Scouts WA values the diversity of our members, including gender, sexuality, race, religion, and ability.

Scouting focuses on youth members fully engaging with the program by supporting and managing those in adult and youth leadership roles.

Role objective	Lead the marketing and communications functions for the Australian Contingent.
Role overview	As Marketing & Communications Lead, you will be part of the Contingent Support Team and work across the team to plan an outstanding Jamboree experience for Scouts WA members from across the state. You'll lead planning and delivery of our Contingent branding and marketing plan. This will include oversight of the Marketing & Communications portfolio and coordination of our brand, website, promotional materials and events, social channels, and newsletters.
Specific responsibilities	<ul style="list-style-type: none"> • Refine our Contingent brand for use across marketing materials and merchandise. • Prepare a plan of marketing actions to promote AJ2028 to all eligible members of Scouts WA. • Lead the Jambassador team to promote the Jamboree across Western Australia. • Collaborate with the Assistant Contingent Leaders to craft our message. • Manage the Contingent website. • Manage the Contingent social channels before our departure and throughout the Jamboree. • Post regular updates of Contingent activities during our trip, including photographs and videos. • Prepare Contingent newsletters with key information for distribution to all Contingent members. • Ensure marketing expenditure is in line with approved budget allocations. • Actively engage in all meetings of the Contingent Support Team. • Contribute to the Contingent Risk Management Plan.
Key stakeholders	Reports to: <ul style="list-style-type: none"> • Contingent Leader Works alongside: <ul style="list-style-type: none"> • All members of the Contingent Support Team Roles that report to this role: <ul style="list-style-type: none"> • Jambassadors (youth marketing team)

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<p>Personal attributes</p>	<p><u>Attitude</u></p> <ul style="list-style-type: none"> • Have enthusiasm for the Vision, Aim, and Principles of Scouting • Be a good role model to Youth and Adult Members • Be passionate about the Youth Leading Adults Supporting concept • Adhere to the Scouts Australia Code of Ethics and Conduct <p><u>Skills</u></p> <ul style="list-style-type: none"> • Be able to communicate efficiently • Be able to manage competing priorities in a changing environment • Be able to build relationships and trust with stakeholders across the event • Be social media savvy • Be able to use the Microsoft Office 365 package and digital communication tools <p><u>Knowledge</u></p> <ul style="list-style-type: none"> • Understand and commit to the Scout Promise and Law • Understand the Youth Program
<p>Qualifications and experience</p>	<ul style="list-style-type: none"> • Be registered as a current member of Scouts WA now and up until the Jamboree in January 2028. • Previous experience at a major Scout event.
<p>Time commitment</p>	<p>You will be required to commit time for this role. From July 2026, your commitment will be around 2-3 hours per week as we plan this Jamboree experience for youth members across Western Australia. From January 2027, your commitment will ramp up to 4-5 hours per week as we head into the 12-months leading up to the Jamboree in December 2027.</p> <p>Applicants should ensure they have the flexibility in their time to be able to accommodate this contribution considering their current commitments. They should be available during the lead up to and the full duration of the event including as a member of the advance and rear party. This is a volunteer position.</p>

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Contingent Support Team Structure Chart

