

Role Description
General Manager - Promotion – AJ2022
v1 – June 8 2020

Title	General Manager - Promotion
Reports to	Director - Marketing
Direct Reports	Promotions team
Appointment Term	June 2020 to July 2022
Measurement	Membership, Quality, Delivery, and Participation
Position Type	Voluntary

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

The role is to provide leadership and guidance to a team of people as selected by the incumbent and approved by the Chief Director to facilitate the success of the 26th Australian Jamboree (AJ2022).

This position reports to the Director - Marketing and is expected to successfully manage the listed functions both leading up to, during and after the Jamboree. It is part of the Marketing Directorate and it is expected that the incumbent will have significant interplay with external bodies, Scouts Victoria, other Branches, and National Scout Organisations on matters involved in the area of responsibility.

The incumbent will be a trusted senior member of the AJ2022 team who will be empowered to achieve the outcomes of the role.

This recognises the requirements inherent in the duty statement to meet and liaise with a range of stakeholders.

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

Primary Responsibilities

Provide leadership and guidance to a team of Leaders, youth and other volunteers to operate a highly successful Promotion Team to facilitate the success of the 26th Australian Jamboree (AJ2022).

Ensure, where possible, that authentic youth member voice is incorporated into the work of the Management Team.

Be accountable for all aspects of the Promotion Team, including planning, operations and delivery, including the financial results of the event; taking into account risk management and workplace health and safety matters and program delivery standards.

Ensure that the financial aspects of the Jamboree are operated in accordance with the Scouts Australia – Policy for the Conduct of Major National Events and the Scouts Australia Major Event Guidelines – Jamboree.

Provide a quarterly briefing to the Chief Director and Director - Administration Services AJ2022 in a face to face meeting at the Victorian Scout Centre, or online as required from time to time.

Prepare a comprehensive final financial report at the conclusion of the event suitable for submission to the BEC/NEC.

Attitude, Skills and Knowledge Required

1. Attitude

- Be enthusiastic with a strong commitment to Scouting Principles and the importance of the Scout Method in the role.
- Participatory leader that enthuses others and leads by example.
- Enthusiasm and commitment towards the importance of activities and the out in Scouting.
- Be inclusive in leadership style encouraging teams to excel and empowering youth to participate.
- Availability and commitment to the time required to deliver the duties outlined in this role description.
- Strategic thinker with an ability to articulate visions, strategies and plans.
- Ability to recognise and implement change based on previous lessons-learned pertaining to major events (not just Jamboree) hosted in Victoria.
- Ability to develop sound administrative processes to support strategic direction.

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- Flexibility in approach and an ability to work under pressure is essential.

2. Skills

- Be able to lead, communicate with and motivate youth members, adult Leaders and volunteers using a variety of methods.
- Demonstrate planning and delegation skills.
- Demonstrate risk management, work health and safety (WHS) and ScoutSafe skills.
- Maintain confidentiality with sensitive and personal information.
- Construct and deliver a comprehensive national plan to ensure all eligible to attend AJ 2022 have every opportunity to do so.
- Identify and communicate with different audience sectors with appropriate messages and media.
- Support Contingent marketing people as requested.
- Ability to work within budget

3. Knowledge

- Hold a Leader of Adults Woodbadge / Certificate of Advanced Leadership or be working towards that.
- Have a sound knowledge and strong commitment to the purpose, objectives and philosophy of the Scout Movement, its policies and procedures and have a clear understanding of the methods that distinguish it from other youth organisations.
- Experience in Marketing is essential.
- Professional qualifications would be an advantage.
- An understanding of print media, websites, social media, video, and other tools that will contribute to the marketing plan.
- Understand the primary messages of Scouting and AJ 2022

Specific Duties

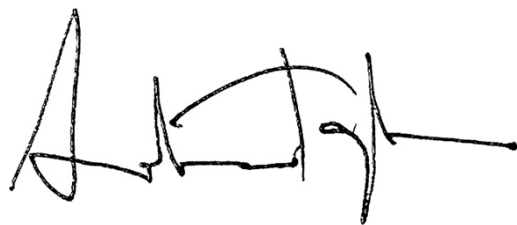
- Build and lead an experienced team of volunteers involved in the effective management, development and delivery of the Promotion Team for AJ 2022.
- Youth involvement in the planning and conduct of the Jamboree.
- The following functions and operations are the responsibility of the incumbent:
 - Maximise the informal Promotion campaign (Mutant Camels)
 - Promote the brand assets folder
 - Develop and promote Promotion folder for Leaders' local promotion
 - Work with Contingents to adapt AJ 2022 materials for local use
 - Occasional AJ 2022 newsletter (with Media team)
 - Monthly National e-news (with Media team)
 - A4 art for other publications (monthly from August 1) (by Media team)
 - Posters, brochures, video, Powerpoint presentation for local launches

- Assist GM International with adapted material, International video et al
- Support for fundraising with shared ideas
- Campaigns including, but not limited to
 - Countdown to application opening
 - Weeks post-application opening
 - Christmas 2020 – AJ 2022 present
 - Parents
 - Leaders (SLs and ASLs, but all others, all States)
 - Under-represented demographics
- Merchandise support
- Liaison with other Marketing General Managers
- Monthly WIP and data reports
- Delivery of final Promotion report by January 31 2022
- Promoting positive relations between Scouting and the community at large, including sponsors, suppliers and Authorities.
- Developing and maintaining productive communication channels within Scouts Victoria and externally to ensure customer needs are anticipated, supported and delivered.
- Effectively resolving problems and disputes as they arise.
- Continuously improving operations and activities to achieve the Association's goals and objectives.
- The identification and development of aspiring and potential young Leaders as future senior Leaders in the Movement.
- Ensure compliance with all applicable Government laws and regulations that will apply to the Jamboree. Where required, meet with and actively communicate with any government and other applicable authorities and agencies.
- Other duties as required to deliver AJ2022 or as requested by the Marketing Director, Chief Director, their delegate or the Branch Executive Committee.

To apply for this position, please send a copy of your resume and a brief document (no more than 1000 words) outlining how you are the best person for the role, to andrew.taylor@aj2022.com.au by COB Monday June 22.

Successful applicants will be required to attend an online interview with the Director - Marketing and others.

Should you have any questions about this job description, require further clarification about anything, do not hesitate to contact me on the contact details below.



Andrew Taylor
Director - Marketing
AJ 2022

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SIGNED
June 8 2020