



POSITION DESCRIPTION

Marketing & Communications Director

OneCamp 2026

Voluntary Position

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.

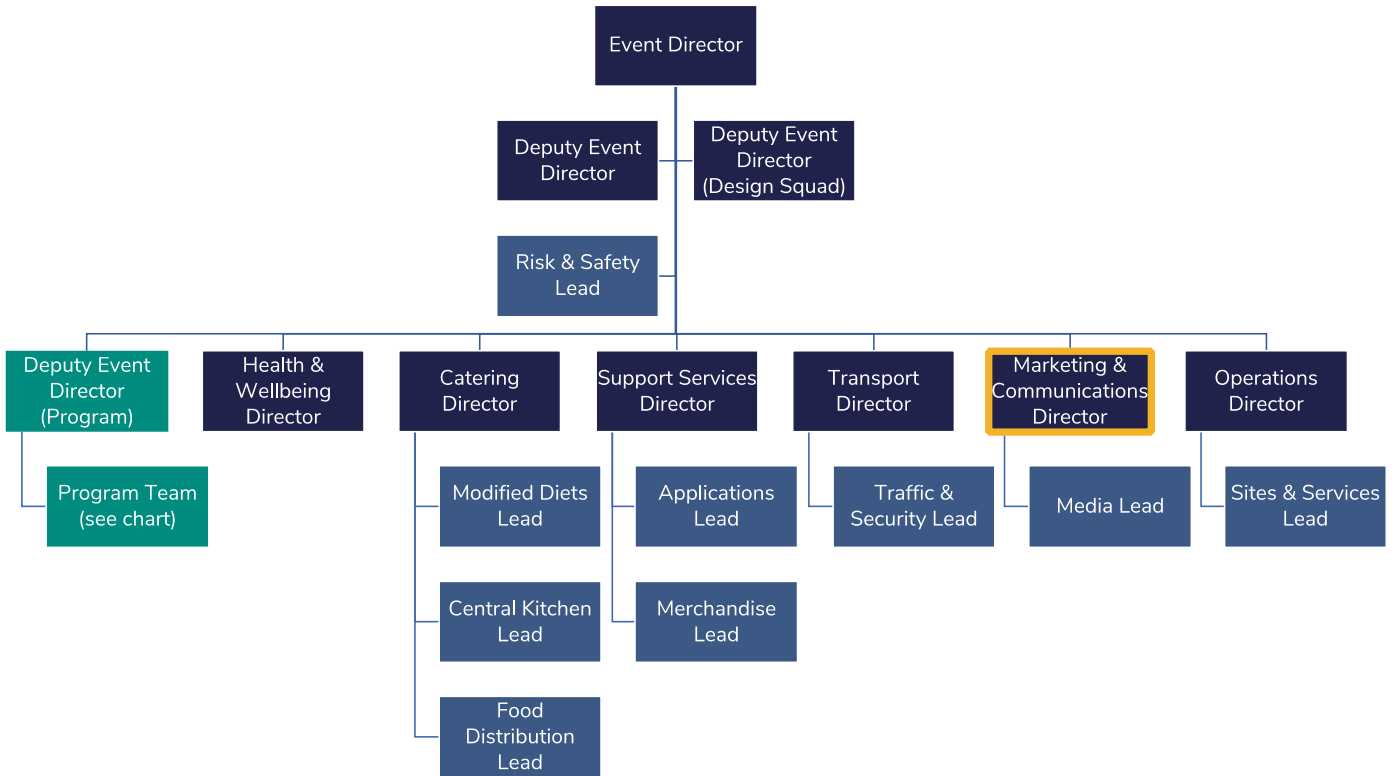
Scouting focuses on youth members fully engaging with the program by supporting and managing those in adult and youth leadership roles.

OneCamp 2026 is the next iteration of our successful all-sections camp that will provide a unique major event experience for youth participants across all sections from Joey Scouts to Rover Scouts.

Role objective	Responsible for leadership of the Marketing & Communications Team, including promotion of OneCamp 2026 across Australia and oversight of all communication channels.
Role overview	<p>As a key member of the Event Team, you will report to the Event Director and lead a volunteer team to ensure the event program runs smoothly, safely and to budget. You will provide strong leadership to your team, supporting and coaching members to deliver on your role objective to secure successful delivery of the event.</p> <p>Your key focus will be promoting OneCamp 2026 across Australia and showcasing the event to participants, families and the broader community using variety of marketing strategies. You will also be responsible for production and distribution of daily updates that could take the form of a newsletter or video. Support will be provided to help you grow into this role and develop the required skills.</p> <p>This role is available to a young adult or experienced supporting adult. This role is also required to undergo a probationary period of 6 months to assess suitability to the position.</p>
Specific responsibilities	<ul style="list-style-type: none">• Develop and implement an Event Marketing Plan with help from your team.• Coordinate creation of an event brand, with input from Design Squad.• Organise promotion and marketing of the event, including roadshow presentations at Scout Groups.• Publish event updates and information via email and social channels after event applications have closed.• Lead a volunteer team responsible for the following duties: production of a daily updates, management of the event website, management of social media channels, event photography and videography.• Contribute to team recruitment, including preparation of position descriptions for your team.• Coach, mentor and support the Marketing & Communications Team to deliver the listed duties.• Contribute to the event risk management plan.• Attend meetings of the Event Team.

Key stakeholders	<p>Reports to:</p> <ul style="list-style-type: none"> • Event Director – OneCamp 2026 <p>Works alongside:</p> <ul style="list-style-type: none"> • Event Directors • Event Leads • Event Line Leaders <p>Roles that report to this role:</p> <ul style="list-style-type: none"> • Media Lead
Personal attributes	<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 • Have enthusiasm for the One Program continuum • 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 motivate, build, and lead teams effectively • Be able to manage human and financial resources • Be able to build relationships and trust with stakeholders across the event • Be able to use the Microsoft Office suite <p><u>Knowledge</u></p> <ul style="list-style-type: none"> • Understand Safe from Harm in accordance with Scouts Australia Child Safety Policy including principles, standards, and procedures Understand and commit to the Scout Promise and Law • Understand the Youth Program
Qualifications and experience	<ul style="list-style-type: none"> • Previous experience at a major Scout event, preferably as part of an event organising team
Time commitment	<p>You will be required to commit time for this role. Expect 2-3 hours per week for the remainder of 2024 as we establish the project. From February 2025, your commitment will ramp to 4-6+ hours per week as we plan and deliver this major event for youth members across WA.</p> <p>Applicants should ensure they have the flexibility in their time to be able to accommodate this contribution considering their current commitments. There is scope to craft the role to fit into your schedule. This is a volunteer position.</p>

Event Team Structure Chart



Program Team Structure Chart

