

### LENGTH OF TERM:

12 months

### ELIGIBILITY

1. The position of NRC Promotions and Marketing Officer is only open to current invested Rovers.
2. Applicants must be eligible to remain a current invested Rover for the duration of the term.
3. Applicants must demonstrate relevant marketing knowledge or experience.
4. Applicants are encouraged to complete their Rover Basic Training and obtain their Gilwell Woggle.
5. Position is appointed via selection panel, for a 12-month term, with ratification of appointment taking place at the next available NRC remote meeting.

### DUTIES AND RESPONSIBILITIES

The NRC Promotions and Marketing Officer is responsible for the co-ordination and maintenance of Rover marketing within and outside the Section to both promote the image and raise the numbers of Rovers in the country.

Specifically, the NRC Promotions and Marketing Officer should:

1. Organize a teleconference for BRC Marketing Officers to discuss their new brand implementation strategies
2. Lead the strategic marketing direction of the Rover section in Australia
3. Organise and lead the NRC Marketing Group and establish a clear communication channel between NRC marketing objectives and Branch marketing objectives
4. Encourage the publication of Rovering articles and information on Rover events in scouting publications and the wider community (e.g. through local newspapers, radio, magazines, similar organisations' newsletters etc)
5. Manage the content published on the Rovers Australia Facebook page and website

## Duty Statement for NRC Promotions and Marketing Officer

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6. Liaise with members of the National level marketing meetings
7. Attend both NRC remote meeting and NRC Exec remote meetings
8. Produce an Annual Report for the NRC Conference detailing the work done which is relevant to these duties
9. Create a Flickr album with high quality branded and non-branded images for BRCs and NRC to utilize for promotions
10. Oversee Nationally directed social media campaigns for BRCs to share on their pages

### NOTES

The position of NRC Promotions and Marketing Officer is a standing project officer role and a non-executive role of the National Rover Council.