

Duty Statement for NRC Promotions & Marketing Officer

ELIGIBILITY

1. The position of NRC Promotions and Marketing Officer shall only be open to current invested Rover Scouts.
2. Applicants must be eligible to remain a current invested Rover Scouts 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.

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 Rover Scouts in the country.

Specifically, the NRC Promotions and Marketing Officer should:

1. Lead the strategic marketing direction of the Rover Scout Section in Australia.
2. Organise and lead the NRC Marketing Group and establish a clear communication channel between NRC marketing objectives and Branch marketing objectives.
3. 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).
4. Manage the content published on the Rovers Australia Facebook page and website
5. Liaise with the NRC Vice Chairperson for assistance on establishing any projects or activities with a promotional purpose
6. Liaise with members of the National level marketing meetings
7. Attend both NRC remote meeting and NRC Executive remote meetings.
8. Produce an Annual Report for the NRC Conference detailing the work done which is relevant to these duties.

NOTES: The position of NRC Promotions and Marketing officer is a standing project officer's role and a non-exec role of the National Rover Council.