

Duty Statement for NRC Marketing and Public Relations Officer

ELIGIBILITY

1. The position of NRC Marketing and Public Relations Officer shall only be open to current invested Rover Scouts.
2. Nominees must be eligible to remain a current invested Rover Scout for the duration of the term.
3. Nominees must demonstrate relevant marketing knowledge or experience.
4. Nominees are encouraged to have obtained a Certificate of Proficiency as either a Youth Program Leader or Program Support Leader.

DUTIES AND RESPONSIBILITIES

The NRC Marketing and Public Relations 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 Marketing and Public Relations Officer should:

1. Responsible for creating, implementing and evaluating marketing and public relations initiatives to support the strategic objectives of the NRC.
2. Manage all NRC internal and external, marketing and public relations activities, including social media, website and newsletters.
3. Contribute to the national strategic marketing direction of the Rover Scout section by liaising with the National Support Team.
4. Identify and build productive relationships with key internal and external NRC stakeholders to support marketing and public relations projects.
5. Promote awareness of the NRC and it's work and encourage Rover Scouts to engage with and contribute to the NRC.
6. Conduct research to evaluate and understand Rover Scout awareness and perceptions of the NRC and use this information to design and implement communications strategies.

7. Organise and lead the NRC Marketing Working Group to establish and maintain communication channels between NRC and Branch officers, and to align NRC and Branch marketing and public relations objectives.
8. Liaise with the NRC Vice Chairperson for assistance on establishing any projects or activities with a promotional purpose.
9. Attend NRC Remote Meetings and attend meetings with the NRC Executive and other Project Officers where requested.
10. Produce an annual report for the NRC Conference detailing the work undertaken during the term of office as relevant to the fulfilment of the above duties.

NOTES: The position of Marketing and Public Relations Officer is a standing Project Officer role and a non-Executive role of the National Rover Council.