

Duty Statement for NRC Marketing and Engagements Officer

ELIGIBILITY

1. Fulfill the eligibility criteria in the overarching duty statement for NRC Executive Members.
2. Nominees must demonstrate relevant marketing knowledge or experience.

DUTIES AND RESPONSIBILITIES

Manage all NRC internal and external, marketing, including social media, website and newsletters.

1. Promote the work of the NRC and NRC Executive members.
2. Maintain the Rover Scouts Australia website.
3. Identify and build productive relationships with key internal and external NRC stakeholders to support marketing projects.
4. Investigate and manage external engagement opportunities and community partnerships.
5. Support the NRC Executive Members with internal and external engagement initiatives.
6. Promote awareness of the NRC and its work and encourage Rover Scouts to engage with and contribute to the NRC.
7. Conduct research to evaluate and understand Rover Scout awareness and perceptions of the NRC and use this information to design and implement communications strategies.
8. 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.
9. Design and implement communication strategies and engagement campaigns which assist to achieve the goals of the NRC.
10. Liaise with the National Support Team as required.
11. Fulfill the duties and responsibilities in the overarching duty statement for NRC Executive Members