



Australian Contingent European Jamboree 2020

Position Description

Marketing & Communications Manager

A new inspiring Scout and Guide adventure awaits you in the European summer of 2020. After the last EuroJam of 2005, held in the United Kingdom, the European Jamboree returns to gather young people from all over Europe and the world in Gdańsk, Poland to celebrate Scout and Guide values, strengthen our international community and provide young people around the world with the opportunity to meet and learn from each other.

Scouts, Venturers and Rovers, being supported by Leaders from all over Australia, will share a unique experience of exploration, culture and friendship. A short pre-jamboree camp will take in the sights of one of Europe's major cities and then on to the Jamboree.

The Australian Contingent is seeking a team of talented, dedicated and enthusiastic Adults to plan and execute the Australian Contingents adventure including pre tour.

If you think you have what it takes...

Position Objective

The Marketing and Communications Manager will be responsible for the preparation and delivery of an effective promotional campaign helping to support registration targets. They will also be responsible for communications which profile the event to family members and the broader community as well as documenting the event itself.

Key Responsibilities

- Prepare a detailed marketing and promotions plan.
- Monitor and regularly update the Contingent social media presence.
- Prepare marketing material for distribution to all eligible Scouts and Venturers.
- Generate hype and anticipation about the event and joining the Contingent.
- Prepare communications or content for the Contingent website, newsletters and other general communication as required.
- During the event coordinate communications back to family members and friends and provide guidance and support to the Contingent Media team collecting video and photo footage.

Key Selection Criteria

- Past demonstrated experience in marketing similar events within or outside of Scouting.
- High attention to detail.
- A creative thinker who can find new and innovative ways to generate interest.
- Demonstrated ability to work as a team and mentor younger members.

Time Commitment

This position requires a consistent time commitment in the lead up to the event. It would not be unusual to spend 2-4 hours per week, most weeks on the project. Weekends away promoting the event are also expected.

Applicants should ensure they have the flexibility in their time to be able to accommodate this contribution taking into account their work or study requirements. This is a volunteer position.



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How to Apply

Applications should be forwarded by email to the Contingent Leader, James Carfax-Foster eurojam2020@scouts.com.au by 23 November 2018.

Your application should include:

- A brief history on yourself and your Scouting background;
- Details on your current Scouting role(s) and commitments;
- Prior relevant experience;
- Your vision for the role;
- Address the key selection criteria;
- Include contact details for 2 relevant referees;
- and why you feel you are the best candidate for the position