



Australian Contingent 16th World Scout Moot, Ireland 2021

Position Description

Marketing & Communication Manager

The 16th World Scout Moot will take place in Ireland from 19th - 28th July 2021. The entry point to the Moot will be Dublin City. International Patrols will then explore the many wonders of Ireland on a collection of exciting and interesting trails in local countryside. The Patrols will then return to Dublin for the base camp feature of the Moot before returning home or onto a fantastic post tour adventure!

The Australian Contingent is seeking a team of talented, dedicated and enthusiastic Rovers and leaders to plan and execute the Australian Contingents adventure including pre and post tours.

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 required to work closely with Admin to communicate key information with the contingent.

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 Venturers, Rovers and IST.
- Generate hype and anticipation about the event and joining the Contingent.
- Help prepare communications and content for the Contingent website, newsletters and other general communication as required.
- During the event coordinate relevant content for Social Media.

Key Selection Criteria

- Have participated in a World Moot or similar major event previously
- Experience in marketing similar events within or outside of Scouting.
- High attention to detail.
- A good Understanding of Social Media.
- A creative thinker who can use current trends to generate interest and hype.
- Demonstrated ability to work as a team

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. Whilst encouraged it is not expected that the Marketing and Communication Manager would attend the Moot; if attending the event it would be as either a participant or a member of the International Service team.

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, Sorrel Fuller wsm2021@scouts.com.au by 11:59pm AEST 6th May 2019.

Your application should include:

- A short description of yourself and your Scouting background;
- Details on your current Scouting role(s) and commitments;
- Any relevant prior experience;
- Your vision for the role;
- Address the key selection criteria;
- Why you feel you are the best candidate for the position
- And Include contact details for 2 relevant referees;

Selections will be completed in May 2019.