



Position Description

Job Title:	Region Development Officer (RDO)
Reporting to:	Region Commissioner (Day to day management) Head of Business Transformation (Strategic outcomes delivery tracking)
Relationships:	State Office Chief Operating Officer and Marketing & Communications Manager
Location:	Greater Western Sydney Region Office Hume Region Office
Salary:	\$66,000 including Superannuation

Purpose of the Position

The Region Development officer (RDO) is a member of the Scouts NSW team and will play an important role in helping develop the profile of Scouts in the community and building support and enthusiasm for the organisation.

The RDO will:

- play a critical role in supporting the growth and development of Scouts in the identified growth Regions in the State – the Greater West and the South West of Sydney
- be the key driver in implementing the growth and retention strategies developed by the Region Executive
- focus initially on the recruitment and retention of new Leaders and then on youth members
- liaise with schools, businesses, community organisations and media to increase and improve opportunities to promote Scouts and the exciting program of activities that make up the Scouting experience for young people aged from 5 to 25 years of age, and for adult Leaders and supporters.

Responsibilities & Duties

The RDO is a member of the Scout NSW team and is responsible for supporting a Region team and assisting in the following Key Responsibility Areas.

Key Responsibility Area 1: Implement Effective New Member Campaigns

- Supporting the implementation of innovative campaigns to attract adult members and youth to Scouts
- Providing advice and support for promoting the opportunities for young people in to Lones Scouts or other specialty Groups

Key Responsibility Area 2: Retention of Members

- Implementing the delivery, in conjunction with local volunteer Leaders and members of the Region team, of Region relevant activities to improve retention of existing members (Leaders and youth)



- Assisting the Region Commissioner and the Region team to implement activities targeting Groups at risk of failing

Key Responsibility Area 3: Promotion

- Providing practical and resource support to Groups in promoting Scouting to the parents and public in the community in which the Group operates
- Supporting the Region and Groups with recruiting programs, aimed at Leaders, through places of employment, local groups and community activities
- Supporting Groups with recruiting programs, aimed at youth, through schools, shopping centres, and displays at community activities and organisations
- Supporting Region opportunities to promote, plan and execute events and promotions at schools and community events (e.g. Blacktown Festival, Camden Show)
- Implement marketing and promotional material developed by the Marketing and Communications team at State Office.

Key Responsibility Area 4: Administration

- Collecting and collating information as required by the Program Management Office and reporting on progress in the required format on a monthly basis.

Required Qualifications, Work Experience & Skills

Essential	Desirable
An ability and confidence to engage across a multi-level organisation.	While not mandatory, Tertiary qualifications or previous work experience relevant to these areas would be an advantage.
A keen grasp of the concepts of customer service and relationship marketing.	Knowledge of, or experience, in Scouting would be an advantage.
Possess strong interpersonal communication skills and be a competent writer and speaker – a 'people person'	Understanding of children's environments and societal family expectations.
Strong organisational and time management skills, an ability to work under pressure and to manage often-conflicting deadlines.	A professional background in communications and stakeholder engagement.
A demonstrated capacity to work well in a team environment.	
A high level of self-management and motivation is required, as the position will often be working without direct day-to-day supervision of duties.	
The ability to work flexibly, including some nights and weekends.	
Basic computing skills would be a valuable skill for the RDO (Word, Excel, PowerPoint, Outlook)	
A driver licence and a reliable car.	
An understanding of the need to fit program delivery to strategic goals.	



Acknowledgement

Employee Name _____

Employee Signature _____ Date _____

Manager Name _____

Manager Signature _____ Date _____

Performance review period: Quarterly.

Approval

This Position Description is approved.

Chief Executive Officer Signature: _____ Date: _____