



# Position Description

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<b>Job Title:</b>	Marketing and Communications Officer
<b>Reporting to:</b>	Communications and Marketing Manager
<b>Relationships:</b>	Marketing and Communications Officer, Communications Officer
<b>Location:</b>	Level 1, Quad 3 - 102 Bennelong Parkway, Sydney Olympic Park NSW 2127

## Purpose of the Position

Reporting to the Communications and Marketing Manager, the position is responsible for supporting the Communications and Marketing Manager, administering marketing campaigns, writing and reviewing copy and web content, coordinating promotions activities, liaising with internal staff and Members, reporting on project performance surrounding communication and marketing efforts. This role performs a variety of administrative and general operational duties in support of communications and marketing campaigns and programs within the Marketing and Communications Department.

## Responsibilities and Duties

Support the Communications and Marketing Manager in the following Key Responsibility Areas.

### Key Responsibility Area 1: Marketing and Communications

- Develop and implement integrated marketing and communications strategies and implementation plans as required to support the Scouts NSW Strategic Plan and business-as-usual initiatives;
- Support the Communications and Marketing Manager with the tactical execution of marketing and communications campaigns;
- Support the Communications and Marketing Manager with media and public relations support to increase the positive presence of Scouts NSW and its members in the media;
- Manage and moderate key marketing and communication channels including the Scouts NSW website, social media and other digital platforms;
- Track and report on performance of marketing and communications activities for the Department;



- Provide ad-hoc marketing and communications support for Scouts NSW events, initiatives and State Activity Centres.

### **Key Responsibility Area 2: Digital Platforms and Publications**

- Develop and implement social media strategies to reach core internal and external stakeholders including the management of a campaign calendar;
- Provide regular analysis and reporting of social media activities and website usage;
- Develop and implement traditional and digital publications that reflect and enhance the Association's image, engage prospective families, and inspire internal members and relevant stakeholders, including the Scouts NSW Leader News, Blog and Annual Review;
- Help design and place advertisements as required to support marketing and recruitment strategies.

### **Key Responsibility Area 3: Promotions and Event Management**

- Assist the Marketing and Communications Manager with the production and management of resources and materials to market and promote Scouting at the local, regional and state level;
- Coordinate and effectively implement promotional activities and events to support major recruitment and retention campaigns including major Scout events as required;
- Assist with the planning and execution of annual and other events including the AGM.

### **Key Responsibility Area 4: Stakeholder Engagement**

- Support the Marketing and Communications Manager with the development of strategies to engage key stakeholder groups including NGOs, government and schools as required;
- Develop and manage the Scouts NSW Internship Program.

### **Key Responsibility Area 5: Administrative Support**

- Provide general support to the Marketing and Communications Manager;
- Act as an interface to effectively handle general enquiries relating to communications and marketing matters, and network with volunteers for the effective implementation of State communications strategies;
- Answer inbound phone calls – screen calls, provide information and answer questions within your capability, and direct callers to appropriate staff within the Marketing and Communications Department as required;
- Provide written and oral reports as required, detailing project performance of communication and marketing efforts and showing areas of success and deficiency.

### **Other Duties and Responsibilities**

Other reasonable duties may be required from time to time.



## Required Academic Qualifications

Essential	Desirable
Relevant tertiary qualifications in communications, marketing, and/or public relations or a minimum 2 years' experience in the field.	

## Required Work Experience & Skills

Essential	Desirable
Experience or competence in copywriting (short and long form content) and editing written materials;	Photography skills using Digital SLR equipment.
Ability to provide high quality administrative support and assistance to team members;	
Demonstrated computer skills, including experience using Microsoft Office and WordPress CMS;	Experience using InDesign, Canva, or other digital applications.
A valid NSW Employee Working With Children Check and police check	

## Core Competencies Required

Essential
Strong oral and written communications skills and the ability to interact professionally with the media, other organisations and the public
Strong interpersonal skills and outgoing personality
Strong organisational skills, a demonstrated ability to prioritise tasks and work under pressure
Thorough, with excellent attention to detail
Ability to exercise high levels of autonomy, while at the same time working effectively in a team based environment that is outcomes focused

## Key Performance Indicators

Marketing and Communications	Number of marketing plans developed and implemented that support the Strategic Plan Protocols and Procedures drafted Monthly Marketing and Communication Activities Reports
Digital Platforms	Publications created at a high standard and sent in timely manner
Promotions and Events	Number of events planned and executed at a high standard



Stakeholder Engagement	Processes and procedures for stakeholder engagement introduced and implemented Internship Program established and protocols in place
Support Marketing and Communications Team	Provide timely and efficient logistical support to the Marketing and Communications Manager as required