

## **Executive Officer - Position Description**

### **Promotions Officer**

Coordinate the promotion of Rovers inside and outside Scouts Australia. Liaise with the Marketing Manager and other relevant staff of the SA Branch as required.

Research, develop and report to the BRC possible methods of promoting the Rover Section.

Develop, coordinate and promote activities at State and local level where non rover participants and Rovers can interact.

Prepare all relevant promotional material for recruiting new members, which can be used for other promotional purposes.

Prepare and maintain a BRC Promotions and Marketing Strategy, in accordance to relevant strategic plans. (SA Branch, SA Rovers, NRC)

Liaise with the National Rover Council on marketing the SA Rover section in accordance with any national Rover section style guide or marketing plan.

Regularly maintain correct use and promotion of social media sites and Rover website with regular updates on each service. This includes but not limited to Facebook Pages, Twitter, Instagram etc.

Assist crews with the maintenance and correct use and promotion of crew specific social media sites and crew websites.

Liaise with the Webmaster to develop and maintain a Rover website for BRC. The Executive Officer is responsible for all content (not technical or appearance aspects) on the website.

Ensure the news section of the website is always up to date.

Sit on, or liaise with, the committee of any rover events being run to support promotional aims.

Ensure that SA Scouting publications are used for promotion purposes. Supervise the provision of content to SA Scout & other Scouting publications to promote SA Rovers in a positive way.

In the event of the BRC Support role - Webmaster position being vacant, it is the Promotions Officer's responsibility to either; carry out the responsibilities or, with the executive, appoint someone to the supporting role.