



Supporting Officer – Position Description

Marketing 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.

Liaise with the Digital Media Officer to develop and maintain a Rover website for BRC. The Vice Chairman 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.

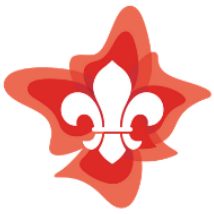
Ensure, with help from the BRC Executive Officers that SA Scouting publications are used for promotion purposes. Supervise the provision of content to Scouting publications to promote SA Rovers in a positive way.

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

Manage with the assistance of the BRC Treasurer the buying and selling and promoting of SA Rover merchandise on behalf of the BRC.

Research promotional items that are available, and conduct research within the BRC to gauge interest in particular merchandise.

Import 'National' branded Rover merchandise from interstate BRCs and NRC.



**Rover
Scouts**
SA



Work with the Digital Media Officer to promote merchandise on the SA Rovers website.

Co-ordinate with incoming Marketing Officer and hand over any relevant documentation, procedures and files.