



Executive Officer Role Description

Marketing Officer



The Marketing Officer shall be guided in their actions by any relevant social media or marketing policies, guidelines or procedures provided by Scouts Australia, Scouts SA, SA Rovers and the National Rover Council.

The Marketing Officer's responsibilities include, but are not limited to:

- Managing and coordinating a marketing project patrol with the purpose of promoting Rovers.
- Liaising with the SA Branch Marketing and Communications Manager for promotion of Rovers both within the Scouting community and externally.
- Maintaining and generating content for the SA Rovers social media, including Facebook and Instagram.
- Moderating content posted on SA Rovers' social media and communication platforms to ensure it is appropriate and current.
- Regularly servicing and updating the SA Rovers website with support from the Executive as required.
- Ensuring Rover unit pages on the website are up to date and that there is a dedicated page for each active and established Rover unit.
- Supporting marketing of SA Branch Rover activities, as required.
- Ensuring that the event committee marketing officer for SA Rover Moots, where applicable, is given access to the SA Rover Moot Instagram and Facebook upon their appointment.
- Managing, with the assistance of the BRC Treasurer and BRC Quartermaster, the purchase, distribution, and promotion of SA Rovers and national Rovers merchandise on behalf of SA Rovers.
- Upon position hand over, ensuring that login details for all social media accounts/pages are changed and that the previous marketing officer and executive members no longer have access to edit the SA Rovers website.
- Coordinating with the incoming Marketing Officer and handing over any relevant documentation, procedures, and files. Ensure handover of access to any current social media pages and the SA Rovers website.