



## POSITION DESCRIPTION

### POSITION DETAILS

Position title	BRC Executive Officer (Communications)
Region	NSW Branch
Reports to	BRC Chairman, Branch Rover Council

### KEY ACCOUNTABILITIES AND RESPONSIBILITIES

1.	Promote a positive image of Rovering and of the Branch Rover Council to the public and other members of the Scout Association of Australia	On-going
2.	Work collaboratively with the Executive Officers (Activities and Service) to ensure that service projects undertaken by Rovers in NSW are promoted to the public and other members of the Scout Association of Australia	As required
3.	Generate, research, write and distribute high-quality news stories/media releases about Rover events, activities, service projects and award presentations	As required
4.	Liaise with Regional Rover Council Public Relations Officers	On-going
5.	Develop and sell BRC approved Rover merchandise	On-going
6.	Develop high-quality digital and print marketing collateral and campaigns	As required
7.	Provide advise and operational assistance to Branch Rover Council	On-going
8.	Keep abreast of developing standards and resources and recommend when these might be appropriate to be adopted by the Rover section.	On-going
9.	Liase with the BRC Secretary to ensure email lists and information distribution systems are kept up to date with the most current contact information	
10.	Ensure that various social media outlets as well as the NSW Rovers website are regularly updated, ensuring that information is always current and informative.	
11.	Constantly look for ways to improve communications between Branch, Regions and Crews	
12.	Stimulate and foster new relationships through the existing structures of the Rover section and facilitate the ongoing objectives of NSW Rovers.	On-going
13.	Work collaboratively with colleagues in the Branch Team and Branch Rover Council.	On-going
14.	Develop effective and supportive relationships with Scout members at all levels and maintain a customer-focused approach in the delivery of support.	On-going
15.	Other administrative and general duties appropriate to the position.	As required



**COMMITTEE MEETINGS**

	COMMITTEE	FREQUENCY
1.	Branch Rover Council	6 per year (February, April, June, August, September, November)
2.	Branch Rover Council Executive	As required
3.	State Communications and Marketing Committee	As required

**KEY RELATIONSHIPS**

MAIN CONTACT	FREQUENCY	PURPOSE
State Commissioner (Rovers)	As required	To receive direction and discuss strategies and any issues or requirements. To ensure work is being done within agreed timelines.
BRC Chairman	Weekly	To receive direction and discuss strategies and any issues or requirements. To ensure work is being done within agreed timelines.
BRC Secretary	As Required	To provide a bimonthly written report to the Branch Rover Council. To coordinate on key communication matters and ensuring that region contact details and appropriate information is shared on the website and social media.
Branch Rover Council Executive	Monthly	To facilitate and ensure the communication of strategies and issues. To ensure work is being done within agreed timelines.
Branch Rover Council	Bimonthly	To facilitate and ensure the communication of strategies and issues.
Rovers	As required	To facilitate and ensure the communication of strategies and issues.
Scouting members	As required	To facilitate and ensure the communication of strategies and issues.

**KNOWLEDGE, SKILLS, EXPERIENCE AND QUALIFICATIONS**

CRITERIA	ESSENTIAL	DESIRABLE
Is a current member of the Rover section but is not younger than 18 years of age	x	
Excellent organisational and time management skills	x	
Ability to develop creative and innovative ideas for improving the Rover section	x	
Demonstrated communication skills and techniques to engage members	x	
Access to the internet (e.g. email/Facebook/fora) and other communication mediums actively used by members of Scouts Australia NSW Branch.	x	
Has the technical skills required to design, update and constantly refresh the presence of NSW Rovers on the internet. (Where this role is to be split between two people one must have this skill set)	x	
Ability to work independently and as a member of a team.	x	
Completed Basic Rover Training		x
Experience in the Rover section as an RRC executive officer or Crew Leader		x
Experience in public relations / marketing / communications / brand management (Where this role is to be split between two people one must have this skill set)	x	

**NSW Branch Rover Council**

Level 1, Quad 3, 102 Bennelong Pkwy,  
Sydney Olympic Park, NSW, 2127, Australia

Phone: 02 9735 9000

<http://nsw.rovers.com.au/>  
[secretary@nsw.rovers.com.au](mailto:secretary@nsw.rovers.com.au)

