

# CAMPWEST 2020

## EVENT MANAGEMENT TEAM

### JOB DESCRIPTION



**Position:** Manager Marketing

**Reports to:** Director Marketing & Merchandise

**Reports:** Nil.

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**Position Objective:** – Responsible for marketing of the event to eligible participants across Australia.

**Specific Duties:**

- Create promotional material to be distributed to Scout Groups.
- Create a promotional video.
- Manage the event Facebook page.
- Manage the event website.
- Produce the Campwest Newspaper.
- Record youth experiences at Campwest using video and photography.

**Key Performance Indicators:**

- Scout Groups are notified of event by September 2019.
- Event participation is comparable or greater than previous events (350 youth).
- Event includes participation from interstate Branches and Guides.
- Strong commitment to youth empowerment.

**Skills, Experience and Attitudes:**

- Strong commitment to youth empowerment.
- Availability and commitment to the time required to deliver the duties outlined in this role description.
- Flexibility in approach and an ability to work under pressure is essential.
- Experience in the Scout Section is desirable, but not essential.

**Time Commitment:**

- 2 hours per week for remainder of 2019
- 2-3 hours per week during 2020 in the lead up to the event