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| <b>POSITION NUMBER:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                 |
| <b>POSITION DESCRIPTION:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Branch Advisor   Digital Experience                                                                                                                                                                             |
| <b>DEPARTMENT:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Marketing and Communications Directorate                                                                                                                                                                        |
| <b>TENURE:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 2 Years                                                                                                                                                                                                         |
| <b>IMMEDIATE SUPERVISOR:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Assistant Chief Commissioner   Marketing and Communications                                                                                                                                                     |
| <b>FIRST LEVEL SUPERVISION:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Nil                                                                                                                                                                                                             |
| <b>LIAISES WITH:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Branch Commissioner   Marketing & Branding<br>Branch Commissioner   Communications<br>Branch Commissioner   Media Productions<br>Branch Leader   Social Media<br>Scouts WA Head Office<br>Field Leadership Team |
| <b>COMMITTEES:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Nil                                                                                                                                                                                                             |
| <p>The Purpose of the Scout Movement is to contribute to the education of young people in achieving their full physical, intellectual, emotional, social and spiritual potentials as individuals, as responsible citizens and as members of their local, national and international communities.</p> <p>Scouts WA is a child safe organisation with zero-tolerance for any harm, abuse or neglect.</p> <p>Scouts WA values the diversity of our members, including gender, sexuality, race, religion and ability.</p> <p>Scouting focuses on youth members fully engaging with the program by supporting and managing those in adult and youth leadership roles.</p>                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                 |
| <b>ROLE OBJECTIVE</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                 |
| <p>The Branch Advisor   Digital Experience helps keep the Scouts WA website current, useful and engaging. The role reviews website content, identifies updates and works with teams across Scouts WA to gather accurate information, images, links and resources that reflect current programs, events and priorities.</p> <p>The role prepares approved website updates and works with the Scouts WA Head Office Team to have changes published through the correct systems and processes. It also monitors page quality, accessibility and user experience so the website remains fresh, easy to use and aligned with the Scouts WA Strategic Plan.</p>                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                 |
| <b>ROLE RESPONSIBILITIES</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                 |
| <ul style="list-style-type: none"> <li>Gather, prepare and organise content for Scouts WA website updates.</li> <li>Work with the Head Office team to coordinate and implement approved website changes.</li> <li>Support content owners to provide accurate, current and accessible information.</li> <li>Review page structure, navigation, links, forms and calls to action.</li> <li>Maintain clear content requests, approvals and update records.</li> <li>Identify outdated content and recommend improvements to the website experience.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                 |
| <b>FUNCTIONS AND DUTIES</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                 |
| <p><b>Content Preparation and Coordination</b></p> <ul style="list-style-type: none"> <li>Gather content from Branch teams, Head Office, Regions, Districts and Groups.</li> <li>Prepare, edit and structure website copy, images, links, documents and calls to action.</li> <li>Confirm the audience, purpose, content owner, deadlines and approvals for each update.</li> <li>Check information is complete and ready before sending changes to Head Office.</li> </ul> <p><b>Website Updates</b></p> <ul style="list-style-type: none"> <li>Work with the Head Office team to brief and coordinate approved website changes.</li> <li>Provide clear instructions, final content and supporting files for each update.</li> <li>Review completed changes and confirm content, links and page presentation are correct.</li> <li>Track outstanding requests and follow up with content owners and Head Office when required.</li> </ul> |                                                                                                                                                                                                                 |



### **Content Quality and Compliance**

- Review website pages for outdated information, broken links and inconsistent content.
- Support plain English, mobile-friendly and accessible website content.
- Ensure content meets Scouts WA brand, privacy, copyright, child safety and approval requirements.

### **Collaboration and Improvement**

- Work with Marketing & Digital Team, Communications & Engagement Team, Media Production Team and Head Office.
- Provide practical guidance to teams preparing content for the website.
- Use feedback and website performance information to recommend content and process improvements.

### **AUTHORISATIONS AND DELEGATIONS**

- Prepare and submit approved content and change requests to the Scouts WA Head Office team.
- Liaise with content owners and Head Office about allocated website updates.
- Edit and structure content to meet website, brand and accessibility requirements.
- Recommend improvements to website content, navigation and update processes.
- Return, amend or escalate content that is incomplete, inaccurate or presents privacy, child safety, copyright, brand or reputational risks.

### **PERSONAL ATTRIBUTES**

#### **Attitude**

- Have enthusiasm for the Vision, Aim, and Principles of Scouting.
- Be a good role model to Youth and Adult Members.
- Commit to participate in ongoing professional development.
- Have enthusiasm for the One Program continuum.
- Have enthusiasm for the Youth Leading Adults Supporting concept.
- Adhere to the Scouts Australia Code of Ethics and Conduct.
- Curious and willing to test digital services from the user's perspective.
- Sound judgement when handling access, privacy and unpublished information.

#### **Skills**

- Be able to communicate efficiently.
- Be able to motivate, build, and lead teams effectively.
- Be able to manage people effectively.
- Be able to write reports.
- Be able to manage competing deadlines and changing priorities.
- Be able to use the Microsoft Office suite.

#### **Knowledge**

- Understand and be able to use ScoutMap (the Scouts WA membership database).
- Understand and commit to the Scout Promise and Law.

### **QUALIFICATIONS AND SKILLS**

#### **Mandatory**

- Have a Wood Badge in Leader of Adults, or to attain within 12 months.
- Meet the requirements for membership of the Branch.
- Strong writing, editing, digital administration and organisational skills.
- Ability to gather information, prepare website-ready content and manage deadlines.
- Ability to work effectively with content owners and the Head Office team.
- Understanding of accessible, user-focused and mobile-friendly web content.
- Relevant qualification or equivalent experience.



#### Desirable

- Experience in Scouts WA.
- Demonstrated knowledge of Scouts WA HR policies, procedures and implementation.
- Excellent interpersonal skills.
- Understanding of ScoutMap.
- Demonstrated practical computer skills.
- Competence in using the Microsoft suite of products ie: word, excel, powerpoint, etc.
- Relevant qualification or practical experience in digital communications, web content, marketing or a related field.
- Experience preparing content for websites or content management systems.
- Knowledge of Scouts WA, brand standards and volunteer-led organisations.

#### EXPERIENCES

- Gathering and preparing content for websites or digital platforms.
- Editing and structuring information for online audiences.
- Coordinating content owners, approvals and website update requests.
- Working with staff or technical teams to implement website changes.
- Reviewing website content, links, navigation and accessibility.
- Managing several content updates and deadlines at the same time.

#### REQUIRED MEETINGS

- Marketing & Digital Team meetings, as required.
- Marketing & Communications Portfolio meetings, as required.
- Relevant Branch, Region, District or Group meetings, as required.
- Regular check-ins with the Assistant Chief Commissioner | Marketing and Communications.

#### KEY PERFORMANCE INDICATORS

To be discussed.

#### ACCEPTANCE OF ROLE

I have read and discussed the Branch Advisor | Digital Experience Position Description and Specific Duties Statement with my formation Leader and accept the appointment.