



	SCOUTS WA - POSITION STATEMENT
POSITION NUMBER:	
POSITION DESCRIPTION:	Branch Advisor Publications & Content Development
DEPARTMENT:	Marketing and Communications Directorate
TENURE:	2 Years
IMMEDIATE SUPERVISOR:	Branch Commissioner Communications
FIRST LEVEL SUPERVISION:	Nil
LIAISES WITH:	Branch Advisor Communications Training Branch Advisor Media Relations & Public Affairs Branch Commissioner Marketing & Branding Branch Leader Social Media Branch Advisor Digital Experience Scouts WA Hed Office Field Leadership Team
COMMITTEES:	Nil
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. Scouts WA is a child safe organisation with zero-tolerance for any harm, abuse or neglect. Scouts WA values the diversity of our members, including gender, sexuality, race, religion and ability. Scouting focuses on youth members fully engaging with the program by supporting and managing those in adult and youth leadership roles.	
ROLE OBJECTIVE	
The Branch Advisor Publications & Content Development plans, develops and coordinates clear, accurate and engaging content for Scouts WA publications and communication channels. The role supports the Scouts WA Strategic Plan by turning organisational priorities, program updates, member information and stories into useful content for defined audiences. This includes newsletters, articles, reports, campaign materials, website content and other publications that strengthen member engagement and promote the impact of Scouting. The role manages editorial schedules, coordinates contributors, prepares and edits content, and supports publication approval processes. It works with volunteers, staff, young people and subject matter experts across Scouts WA to gather information and maintain a consistent flow of relevant content. The role also ensures publications meet Scouts WA brand, accessibility, copyright, privacy, consent, child safety and records requirements, while identifying ways to improve content quality, publishing processes and audience engagement.	
ROLE RESPONSIBILITIES	
- Plan and produce publications, newsletters, articles, member updates and long-form content. - Maintain an editorial calendar aligned with organisational priorities and campaigns. - Edit and proofread content for accuracy, clarity, consistency and audience needs. - Coordinate contributors, approvals, deadlines and publication schedules. - Support storytelling that reflects young people voices, program impact and the diversity of Scouts WA. - Maintain templates, style guidance and accessible content standards.	
FUNCTIONS AND DUTIES	
Editorial Panning and Coordination - Develop content plans and schedules with the Branch Commissioner Communications. - Gather briefs, confirm audiences, channels, deadlines and approval requirements. - Coordinate submissions from Branch teams, Head Office, Regions, Districts and Groups.	



Content Development and Editing

- Write, edit, proofread and format content for newsletters, publications, websites, reports and campaign materials.
- Turn technical or detailed information into clear and useful content.
- Check facts, names, dates, links, tone and calls to action before publication.

Publication and Governance

- Follow approved review, approval, publishing and records processes.
- Ensure content meets Scouts WA brand, accessibility, copyright, privacy, consent and child safety requirements.
- Maintain current templates, editorial guidance and archived copies of publications.

Collaboration and improvement

- Work with Digital Experience, Social Media, Media Relations, Photography and Visual Productions to adapt content across channels.
- Provide practical advice to contributors and local teams.
- Review audience feedback and results, then recommend improvements to content and processes.

AUTHORISATIONS AND DELEGATIONS

- Prepare and edit approved content for Scouts WA communication channels.
- Liaise with contributors and stakeholders about allocated publications and content.
- Recommend editorial priorities, templates, standards and process improvements.
- Return, amend or escalate content that presents accuracy, privacy, consent, copyright, child safety, 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.
- Sound judgement when handling sensitive or 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 manage competing deadlines and provide constructive feedback.
- 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, proofreading and digital administration skills.



- Ability to plan content, manage deadlines and coordinate contributors.
- Understanding of plain English, audience needs and accessible communication
- 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.
- Experience with content management, email marketing or design platforms.
- Knowledge of Scouts WA, brand standards and volunteer-led organisations.

EXPERIENCES

- Writing and editing content for newsletters, publications, websites or campaigns.
- Managing editorial schedules, submissions, approvals and deadlines.
- Working with varied contributors and subject matter experts.
- Adapting content for different audiences and communication channels.
- Maintaining templates, style guidance or publication records.

REQUIRED MEETINGS

- Communications and Engagement Team meetings, as required.
- Marketing & Communications Portfolio meetings, as required.
- Relevant Branch, Region, District or Group meetings, as required.
- Editorial, campaign and project meetings as required.
- Regular check-ins with the Branch Commissioner | Communications.

KEY PERFORMANCE INDICATORS

To be discussed.

ACCEPTANCE OF ROLE

I have read and discussed the Branch Advisor | Publications & Content Development Position Description and Specific Duties Statement with my formation Leader and accept the appointment.