



	SCOUTS WA - POSITION STATEMENT
POSITION NUMBER:	
POSITION DESCRIPTION:	Branch Commissioner Marketing & Branding
DEPARTMENT:	Marketing and Communications Directorate
TENURE:	2 Years
IMMEDIATE SUPERVISOR:	Assistant Chief Commissioner Marketing and Communications
FIRST LEVEL SUPERVISION:	Nil
LIAISES WITH:	Branch Commissioner Communications Branch Commissioner Media Productions Branch Leader Social Media Branch Advisor Digital Experience Scouts WA Head 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 Commissioner Marketing & Branding leads the planning, development and consistent use of the Scouts WA brand across all channels, resources, events and member touchpoints. The role supports the Scouts WA Strategic Plan by turning organisational priorities into coordinated marketing activity, practical brand resources and clear standards that strengthen recognition, engagement and trust. The role approves branding and design work within delegated authority, and ensures templates, campaigns and resources meet Scouts WA and Scouts Australia brand requirements. It works with staff and volunteer teams to improve marketing processes, provide practical guidance and maintain a consistent experience across the Branch, Regions, Districts and Groups.	
ROLE RESPONSIBILITIES	
• Support and develop the Marketing & Digital Team. • Turn strategic priorities into annual marketing plans, campaigns and measurable actions. • Approve branding, designs, templates and resources within delegated authority. • Maintain brand standards and ensure consistent use across digital, print, events and merchandise. • Coordinate marketing support for recruitment, program promotion, events and major initiatives. • Provide practical brand advice, tools and templates to staff and volunteers.	
FUNCTIONS AND DUTIES	
Leadership and Planning • Set priorities, work plans, standards and timeframes. • Report progress, risks and resource needs to the Assistant Chief Commissioner. Brand Governance and Approvals • Review and approve designs, templates, signage, digital assets, event collateral and branded resources. • Ensure work follows Scouts WA and Scouts Australia brand, messaging and accessibility standards. • Maintain clear briefing, review, approval and version-control processes.	



Marketing and Campaigns

- Coordinate campaigns supporting recruitment, member engagement, events and organisational priorities.
- Work with Communications & Engagement Team, Media Production Team, Events and Head Office teams on coordinated delivery.
- Review results and feedback to improve future activity.

Templates and Resources

- Develop and maintain approved templates for social media, presentations, publications, events and local promotion.
- Keep resources current, accessible and suitable for Regions, Districts and Groups.
- Provide practical guidance on brand use and basic design practice.

Governance and Improvement

- Ensure compliance with child safety, privacy, consent, copyright, procurement and records requirements.
- Address brand risks, inconsistent use and outdated resources.

AUTHORISATIONS AND DELEGATIONS

- Exercise financial authority within the approved Financial Delegations Standard.
- Approve routine branding, designs, templates, campaigns and resources within delegated authority.
- Require changes to work that does not meet brand, accessibility, safety, legal or quality standards.
- Liaise with approved internal teams, suppliers and partners.
- Recommend priorities, budgets, tools, training and supplier support.
- Escalate significant or sensitive brand matters.

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.
- Collaborative, practical and open to feedback.

Skills

- Be able to communicate efficiently.
- Be able to motivate, build, and lead teams effectively.
- Be able to manage people effectively.
- Be able to mediate conflict, carry out investigations and make recommendations.
- Be able to write reports.
- Be able balance creativity, consistency and deadlines.
- 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.
- Have experience in a management role.
- Meet the requirements for membership of the Branch.
- Leadership experience with strong marketing, branding, design review and project coordination skills.
- Experience applying brand standards across print and digital channels.



- Relevant qualification or equivalent experience.

Desirable

- Experience in Scouts WA.
- Demonstrated knowledge of Scouts WA HR policies, procedures and implementation.
- Experience and/or qualifications in dispute resolution training.
- 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 Canva, Adobe applications, digital platforms or template management.

EXPERIENCES

- Leading volunteers or staff across marketing, digital or design functions.
- Reviewing and approving branded designs, campaigns and resources.
- Developing templates, guidance, workflows and approval processes.
- Planning marketing campaigns for varied audiences.
- Working with suppliers and distributed community teams.

REQUIRED MEETINGS

- Marketing & Digital Team meetings, as required.
- Marketing & Communications Portfolio meetings, as required.
- Relevant Branch, Region, District or Group meetings, as required.
- Relevant campaign, design, event, supplier or stakeholder meetings.
- 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 Commissioner | Marketing & Branding Position Description and Specific Duties Statement with my formation Leader and accept the appointment.