



	SCOUTS WA - POSITION STATEMENT
POSITION NUMBER:	
POSITION DESCRIPTION:	Branch Leader Social Media
DEPARTMENT:	Marketing and Communications Directorate
TENURE:	2 Years
IMMEDIATE SUPERVISOR:	Assistant Chief Commissioner Marketing and Communications
FIRST LEVEL SUPERVISION:	Nil
LIAISES WITH:	Branch Commissioner Marketing & Branding Branch Commissioner Communications Branch Commissioner Media Productions 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	
Plan, coordinate and publish clear, timely and engaging social media content that promotes Scouts WA programs, events, achievements and opportunities. The role supports the Scouts WA Strategic Plan by strengthening online engagement, increasing awareness of Scouting and presenting a consistent public voice across approved social media channels. The role manages social media calendars, prepares and schedules content, works with contributors across Scouts WA, and responds to routine audience engagement within approved guidelines. It also tracks channel performance and ensures all content meets brand, child safety, privacy, consent, copyright, accessibility and approval requirements.	
ROLE RESPONSIBILITIES	
- Plan and maintain social media calendars aligned with campaigns and organisational priorities. - Create, adapt, schedule and publish content across approved Scouts WA channels. - Coordinate content submissions, approvals, imagery, video and publishing deadlines. - Monitor comments and messages, respond where authorised and escalate sensitive matters. - Support storytelling that reflects youth voice, program impact and the diversity of Scouts WA. - Review channel performance and recommend improvements. - Provide social media advice, support and mentoring to Groups, Districts and Regions when required. - Build local capability by sharing practical guidance, resources and approved social media practices.	
FUNCTIONS AND DUTIES	
Planning and Content Coordination - Develop channel plans and publishing schedules with the Branch Commissioner Marketing & Branding and Assistant Chief Commissioner Marketing and Communications. - Confirm audiences, objectives, calls to action, content requirements and approvals. - Coordinate content from Branch teams, Head Office, Regions, Districts and Groups.	



Content Creation and Publishing

- Write and adapt copy for each platform, including posts, stories, short-form video and event promotion.
- Select approved images and video, prepare captions and schedule content.
- Check names, dates, links, tags, accessibility and calls to action before publication.

Community Management and Governance

- Monitor routine comments, messages and mentions across approved channels.
- Follow escalation processes for complaints, media matters, safeguarding concerns and reputational risks.
- Ensure content meets Scouts WA brand, child safety, privacy, consent, copyright and approval requirements.

Collaboration and Improvement

- Work with Communications & Engagement Team and Media Production Team to coordinate campaigns.
- Respond to requests for social media advice and support from Groups, Districts and Regions.
- Mentor local members on content planning, platform use, branding, consent, privacy and child safety requirements.
- Review local social media content and provide constructive feedback when requested.
- Develop and share templates, guides and resources that support consistent social media activity.
- Identify recurring support needs and recommend training or process improvements.
- Review analytics and audience feedback, then recommend changes to content and scheduling.

AUTHORISATIONS AND DELEGATIONS

- Prepare, schedule and publish approved social media content.
- Liaise with contributors and stakeholders about allocated content and campaigns.
- Respond to routine public engagement within approved guidelines.
- Recommend channel priorities, content standards and process improvements.
- Pause, 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.

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 and digital administration skills.



- Ability to plan content, manage schedules and coordinate contributors.
- Sound judgement when publishing content and responding to public engagement.
- 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 equivalent practical experience in communications, social media, marketing or a related field.
- Experience using social media management, scheduling and analytics tools.

EXPERIENCES

- Managing social media channels, calendars and scheduled content.
- Writing and adapting content for different platforms and audiences.
- Coordinating approvals, contributors, imagery and publishing deadlines.
- Monitoring audience engagement and escalating sensitive matters.
- Reviewing analytics and using results to improve content.

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 Leader | Social Media Position Description and Specific Duties Statement with my formation Leader and accept the appointment.