

ATLANTIC JAMBOREE 2020 - POSITION DESCRIPTION

— MARKETING & PUBLIC RELATIONS MANAGER —

ACCOUNTABLE TO:

Special Events Manager

SHARES RESPONSIBILITY WITH:

The entire of jamboree team.

APPOINTMENT:

Appointed by the Jamboree Chair's for the period of time leading up to, during, and shortly after the jamboree.

TIME REQUIRED:

5 hours per week, increasing once the jamboree date is nearer. In addition to a monthly jamboree team meeting, which may increase in frequency as the jamboree date gets nearer.

ROLE:

The Marketing and Public Relations Manager will look after promotion of the event to our members and will also coordinate with the external media. The Marketing and PR Manager will also need to build a team to work on the Newspaper for the week.

MAIN DUTIES & RESPONSIBILITIES:

- Promotion of the Event
- Manage all External Media regarding the event
- Construct Participant and OOS Guides
- Handle all Social Media
- Manage a daily On-Site Newspaper
- Ensure adequate Participant Communication pre event
- Collaboratively construct a budget for your department with the rest of the jamboree team
- Be accountable for your spending and work to stay within your budget

IDEAL QUALIFICATIONS:

Managers should be enthusiastic, committed to Scouting and possess a positive attitude. All managers should have the time available to excel in this role.

RECOMMENDED SKILLS:

- Communication
- Time Management
- Planning
- Teamwork
- Leadership

BENEFICIAL KNOWLEDGE:

- Scouts Canada's Programs and Resources
- By-laws, Policies and Procedures
- Scouts Canada's Mission
- Scouts Canada's Five Priorities

