



Role Description: National Marketing Committee

Role Purpose

- To support the growth in Scouting in a sustainable manner.
- To assist in ensuring that SCOUTS South Africa (SSA) is visible to and perceived in a positive light by the general public and communities.
- To assist in promoting the public status of Scouting in South Africa.
- To support upholding the brand integrity of Scouting in South Africa.
- To assist in presenting the SSA position on matters clearly and accurately.

Functions

1. Support development and implementation of the Annual Marketing Strategy in line with SSA's strategy.
2. Assistance with the creation and procurement of marketing materials and content.
3. On request from the Chair: National Marketing, CEO, Regional Commissioner (RC) support Regional Marketing initiatives.
4. Preparation of an annual budget for SSA Marketing.
5. Review / offer guidance when requested regarding SSA marketing or publicity statements / queries.
6. Assist with the assessment of the impact of marketing and publicity initiatives and make recommendations on any required adjustments to the Chair: National Marketing, or where applicable directly to the National PR Manager and CEO.
7. Assist - where applicable - with corporate resource mobilisation initiatives, advertising strategy developments, and other at the request of the CEO.

Accountability & Reporting Structure

Report to:	Chief Executive Officer through the Chair: National Marketing
Peers:	National Marketing Committee Members
Manages:	
Supports:	National PR Manager (staff) National Youth Influencer team Regional Marketing Representatives Regional Commissioners

Policies that apply:	SSA Organisational Rules SSA Marketing Policy SSA Social Media Policy SSA Uniform Policy SSA Brand Manual And others that apply to the role.
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Delegated Power

- To recommend to the Chair: National Marketing and/ or CEO the development and initiation of Marketing programmes or activities.
- To recommend approval of marketing support requests from Groups, Districts or Regions.
- Any other temporary marketing or publicity related authorities delegated by the Chair: National Marketing, CEO or Manco in writing when required.

Period of Warrant

5 Years renewable for 3, and then 2 years. Thereafter the Warrant cannot be renewed for the role.

Appointment Procedure

Process as described in the Adult Support Policy.

Other Agreed Tasks

As agreed with the direct report, the candidate will also be responsible for:



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