



## Role Description: 2<sup>nd</sup> ARM – Marketing and PR Team Leader

The Africa Rover Moot is a gathering of Rover Scouts, under the auspices of the Africa Scout Region, and held every 3 years. The 2<sup>nd</sup> Africa Moot will be hosted by SCOUTS South Africa in 2026.

### Role Purpose

1. To lead and manage a team to deliver the Marketing and PR requirements for 2<sup>nd</sup> ARM in accordance with SCOUTS South Africa (SSA) Constitution, Organisational Rules and Policies.
2. To represent the interests and views of the 2<sup>nd</sup> ARM Organising Committee in all interactions and communications.

### Functions

1. Attend meetings of the Organising Committee and provide regular updates as required.
2. Liaise with National PR Manager and the National Marketing Committee on content and branding guidelines.
3. Ensure alignment with and compliance to the Communications and Branding Policies of SSA.
4. Create content for social media platforms and for national mailing lists.
5. Liaise with Regional Marketing Reps to ensure effective communication across the Region. Where regions do not have Marketing Reps, ensure direct communication to Rovers and other eligible participants and adult leaders.
6. Work with the Chair: International Committee to market the event to potential International participants through networks with other NSOs.
7. Liaise with National PR Manager with regards to relevant local media promotion.
8. Manage the design of the event logo and event branding.
9. Establish and lead a Rover media team (photographers, journalists, writers, and editors) to create content both before and during the event.
10. Ensure that all content is suitably saved and stored after the event to be used for future marketing campaigns.
11. In conjunction with the Chair: Organizing Committee perform any other duties as may reasonably be required to ensure a successful event.

### Previous Experience

1. Knowledge and insight of Marketing and PR activities.
2. Have held a similar role for a large event or have experience in planning of large events.

### Accountability & Reporting Structure

Applicable Policies to the role:

SSA Constitution and Organisational Rules, all SSA Policies

Report to:

Chair: Organising Committee

Peers:

Members of Organising Committee

### Period of Warrant

From appointment date until 6 months after the 2<sup>nd</sup> Africa Rover Moot.

### Appointment Procedure

Process as described in the Adult Support Policy.

### Other Agreed Tasks

As agreed from time to time with the Chair: Organising Committee.