



## **Job Description:**

# **Sanjamb 2021 – Marketing and PR Portfolio**

Sanjamb is a National Jamboree event of SCOUTS South Africa which is held every 4 years.

### **Role Purpose**

1. To lead, manage and deliver the Marketing and PR requirements for Sanjamb in accordance with SCOUTS South Africa (SSA) Constitution, Organisational Rules and Policies.
2. To represent the interests and views of the Sanjamb Organising Committee in all interactions and communications.

### **Functions**

1. Liaise with National PR Manager and the National Marketing Committee on content and branding guidelines.
2. Ensure alignment with and compliance to the Communications and Branding Policies of SSA.
3. Create content for social media platforms and for national mailing lists.
4. Liaise with Regional marketing staff to ensure effective communication across the Region. Where regions do not have marketing staff, ensure direct communication to Scouts and adults.
5. Market the event to potential International participants through networks with other NSOs.
6. Liaise with relevant local Media to promote the event.
7. Manage the design of the event logo and event branding.
8. Establish a media team of photographers, journalists, writers and editors to create content both before and during the event.
9. Ensure that all content is suitably saved and stored after the event to be used for future marketing campaigns.
10. 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**

Report to:

Chair: Organising Committee

Peers:

Members of Organising Committee

### **Period of Warrant**

From appointment date until 6 months after Sanjamb 2021.

### **Appointment Procedure**

Process as described in the Adult Support Policy.

### **Other Agreed Tasks**

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