



Job Description: National Marketing Committee: Rover Marketing Coordinator

Role Purpose

To be a member of the National Marketing Committee.

To ensure that SSA is visible to and perceived in a positive light by the general public and communities.

To promote the public status of Scouting in South Africa, with specific emphasis to Rovering.

To support the growth in Rovering in a sustainable manner.

To lead, coordinate and oversee the operation of National Rover Marketing and be the representative of the Marketing Committee at NRAC.

To be answerable to the Chair: National Rover Programme and Chair: National Marketing Committee for the fulfilment of the responsibilities of Rover Marketing.

Functions

1. Branding:
 - a. Communicate SSA guidelines with regards to branding of marketing initiatives developed for Rovering.
 - b. Ensure all internal and external Rover material has the correct branding (e.g. Regional Rover events, National Rover events, etc.).
 - c. Comply with SSA's Brand Manual.
2. Publicity and Media Management:
 - a. Liaise with SSA Public Relations (PR) Manager to ensure newly developed materials for Rovers capture the identity of the organisation (e.g. DVD, newsletters, etc.).
 - b. Ensure consistency amongst communications initiatives for Rovers.
 - c. Draft press releases and submit to SSA National Office PR Manager for final sign-off.
 - d. Work with SSA's PR Manager for the dissemination of press releases.
 - e. Identify opportunities for press releases to ensure SSA Rovering gains more exposure and coverage.
 - f. Decide on the most appropriate media so that the chosen message is distributed as widely as possible.
3. Manage Social Media Presence:
 - a. Develop a social media strategy within the guidelines of the National Marketing Strategy and set goals to increase Brand awareness and increase engagement of Rovers.
 - b. Assist the National Marketing Team on all social media channels such as Facebook, Twitter, Snapchat and Instagram.
 - c. Develop and manage content and campaigns that promote Rovering and SSA.

- d. Manage and facilitate social media Rover communities by responding to social media posts and developing discussions.
4. Report on all initiatives undertaken in the Marketing Role:
 - a. Quarterly reports for the Chair: National Marketing, Chair: National Rover Programme and NRAC.
 - b. Monitor and report on performance on Rover social media platforms using tools such as Google Analytics.
 - c. Any other reports that may be required.

Accountability & Reporting Structure

Applicable Policies to the Role:	SSA Organisational Rules SSA Marketing Policy SSA Uniform Policy SSA Retail Policy
Report to:	Chair: National Rover Programme Chair: National Marketing Committee
Peers:	NRAC
Supports	Chair: National Rover Programme NRAC Chairperson

Delegated Power

1. Recommendation to the Chair: National Rover Programme, Chair: National Marketing and NRAC Chairperson the development and initiation of marketing programmes or activities.
2. Recommendation of approval of marketing support requests from Crews and Regions.
3. Any other temporary marketing or publicity related authorities delegated by the Chair: National Rover Programme, Chair: National Marketing or NRAC in writing from time to time.

Period of Warrant

2 Years renewable for an additional 2 years. Thereafter, the Warrant cannot be renewed for the role.

Appointment Procedure

Process as described in Organisational Rules Section 8.5.

Other Agreed Tasks

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