



Job Description: National Marketing Committee

Role Purpose

To ensure that SCOUTS South Africa (SSA) is visible to and perceived in a positive light by the general public and communities.

To assist in presenting the SSA position on matters clearly and accurately.

To promote the public status of Scouting in South Africa.

To support the growth in Scouting in a sustainable manner.

Functions

1. Development and implementation of the Annual Marketing Strategy in line with SSA's strategy.
2. Creation and Procurement of Marketing Material and Content.
3. On request from the Regional Commissioner (RC) or District Commissioner (DC), support to assist group marketing initiatives.
4. Preparation of an annual budget for SSA marketing.
5. Preparation and review of marketing or publicity statements for SSA.
6. Assessing the impact of marketing and publicity initiatives and making recommendations on any required adjustments to the Chief Executive Officer (CEO).

Accountability & Reporting Structure

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| Applicable Policies to the Role: | SSA Organisational Rules SSA Marketing Policy SSA Uniform Policy |
| Report to: | CEO via Chairperson |
| Peers: | SSA Exco Administrative Committees/Teams |
| Manages: | Regional Property Representatives |
| Supports: | Regional Commissioners Regional Marketing Representatives Group Scout Leaders (SGLs) |

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Delegated Power

1. To recommend to the CEO the development and initiation of Marketing programmes or activities.
2. To recommend approval of marketing support requests from groups, Districts or Regions.
3. Any other temporary marketing or publicity related authorities delegated by the CEO or Exco in writing from time to time.

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 Organisational Rules Section 8.5.

Other Agreed Tasks

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



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