



# Job Description: Regional Marketing Representative

## Role Purpose

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

To promote the public status of Scouting in the Region.

To support the growth in Scouting in a sustainable manner.

## Functions

1. Assist with the implementation of the Annual Marketing Strategy in line with SSA's strategy.
2. Branding:
  - Communicate SSA guidelines with regards to branding to Regional members.
  - Ensure all internal and external material has the correct branding (e.g. training material, donor branding, etc.).
  - Ensure SSA Regional website has the correct branding.
  - Comply with the SSA Brand Manual.
3. Publicity and Media Management:
  - Use the material produced by SSA National office.
  - If new material is developed, liaise with SSA PR Manager to ensure that the materials capture the identity of the organisation (e.g. DVD, newsletter, etc.).
  - Ensure consistency amongst communications initiatives.
  - On request from the Regional Commissioner (RC) or District Commissioner (DC), support to assist group marketing initiatives.
  - Draft press releases and submit to SSA National Office Public Relations (PR) Manager for final sign-off.
  - Work with SSA's PR Manager for the dissemination of press releases.
  - Identify opportunities for press releases to ensure SSA gets more exposure and coverage.
  - Decide on the most appropriate media so that the chosen message is distributed as widely as possible.

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- Manage local press interviews:
    - Liaise with external persons from the media to get a good understanding of the purpose of the interview and what is required from SSA;
    - Brief internal parties and equip them with the information they need to be able to do the interview, and
    - Conduct research where necessary.
  - All National press interviews need to be liaised with SSA's PR Manager.
  - Constantly seek opportunities to publicise SSA, e.g. Community Radio and Community Newspapers.
  - Monitor and control the website:
    - Decide on the content of the website with input from SSA's PR Manager.
4. Report on all initiatives undertaken in the Marketing portfolio:
- Produce:
    - Annual reports on behalf of Region;
    - Monthly reports for the RC, and
    - Any other reports that may be required

### Accountability & Reporting Structure

Applicable Policies to the Role:	SSA Organisational Rules SSA Marketing Policy
Report to:	RC and National Marketing Chair
Peers:	Regional Team Members
Supports:	RC Scout Group Leaders (SGLs) SSA PR Manager SSA National Marketing Committee

### Delegated Power

1. To recommend to the RC and PR Manager the development and initiation of Marketing programmes or activities.
2. To recommend approval of marketing support requests from groups and Districts.
3. Any other temporary marketing or publicity related authorities delegated by the RC or National Marketing Committee in writing from time to time.

### Period of Appointment

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



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**Appointment Procedure**

Process as described in Organisational Rules Section 8.5.

