



ROLE DESCRIPTION
State Leader – Media Unit

Title	State Leader – Media Unit
Reports to	Assistant Chief Commissioner – Marketing and Communications
Measurement	Membership, Quality and Participation.

This is a voluntary position.

Scouts Victoria is a Child Safe organisation. Scouts Victoria is inclusive of all, regardless of gender, sexuality, race, religion, or abilities and does not tolerate any form of harm, abuse, or neglect.

The Scouts Victoria Marketing team is responsible for the brand and image of the organisation. Consisting of both paid staff and volunteer members, the team is focused on presenting a modern, authentic image of Scouting to the outside world and reflecting the best of our Scout program and members back to the organisation.

The State Leader – Media Unit is responsible for the formation of project patrols of youth members and leaders. Under the Media Unit, project patrols have a goal of capturing and presenting media content with a youth voice from around Scouting that promotes the organisation and its events and activities.

Scouts Victoria aims for best practice while meeting obligations to Scouts Australia (National), AsiaPacific Region of WOSM (APR) and World / WOSM (The World Organisation of the Scouting Movement).

PRIMARY RESPONSIBILITIES

The Media Unit

Responsible for leadership and oversight of the Media Unit of the Marketing team, consisting of project patrols made up of youth members and leaders, delivering:

- 1) Video, audio (including radio and podcasting), or photographic coverage of major events:
 - a) Coordinate access to major events to provide the Media Unit opportunity to gather content from on the ground. Supervise or facilitate the supervision of project patrols before, during and after the event.





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- b) Mentor and coach youth members and leaders on the use of online and broadcast media to report on Scouting matters.
 - c) Support project patrols in the creation of youth-driven media content.
 - d) Provide subject matter expertise to youth members as appropriate for program pathways.
 - e) Provide SME support for instruction and use of equipment and resources.
- 2) Frontline support of Special Interest Area pathway program delivery for youth members and leaders, from providing resources for independent activities through to SME-guided and coordinated learning opportunity sessions.
- 3) Oversee and provide auxiliary support for Scouting events
- a) Assist with the coordination of marketing resources at Scouting events as required.

ATTITUDE, SKILLS and KNOWLEDGE REQUIRED

Attitude

1. Be enthusiastic with a strong commitment to Scouting Principles and the importance of the Scout method in delivering the program
2. Have a commitment towards the importance of activities and the 'out' in Scouting
3. Be inclusive in leadership style encouraging their teams to excel
4. Be respectful of all their team accepting individual differences as a resource
5. Uphold and demonstrate a commitment to the implementation of Child Safe Scouting

Skills

1. Be an effective SME for the specified areas in both theory, practice, and instruction
2. Embrace the diversity of the existing community while expanding opportunities for greater community program engagement
3. Be able to motivate, lead, communicate with and motivate adults and adult leaders to work harmoniously to grow the program
4. Have planning and delegation skills





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5. Demonstrate risk management, work health and safety (WHS) and Scoutsafe skills
6. Be able to mediate, carry out investigations, write reports and make recommendations

Knowledge

1. Strong understanding of the media, radio, and online & broadcast communications to facilitate delivery of program from subject matter introduction through to competency.
2. Have a sound knowledge and strong commitment to the aims, objectives and philosophy of the Scout Movement, its policies and procedures and have a clear understanding of the methods which make it distinctive from other youth organizations
3. Understand and demonstrate the role and responsibilities of a State Leader – Media Unit and have a commitment to that role.
4. Have attained Certificate of Advanced Adult Leadership (Leader of Adults) or
 - i. be prepared to attain Certificate of Proficiency within 12 months
 - ii. complete Certificate of Advanced Adult Leadership within 2 years

