



**ROLE DESCRIPTION**  
**State Leader – Events Entertainment**

<b>Title</b>	State Leader – Events Entertainment
<b>Reports to</b>	State Commissioner – Major Events
<b>Measurement</b>	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 State Leader - Events Entertainment to lead with vision and strategy in all aspects of event entertainment programming for Scouts Victoria. They will be responsible for developing and implementing a captivating entertainment strategy, curating exceptional talent, managing a team of entertainment professionals, and ensuring a positive and memorable experience for our audience.

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

**PRIMARY RESPONSIBILITIES**

**Strategic Planning & Development:**

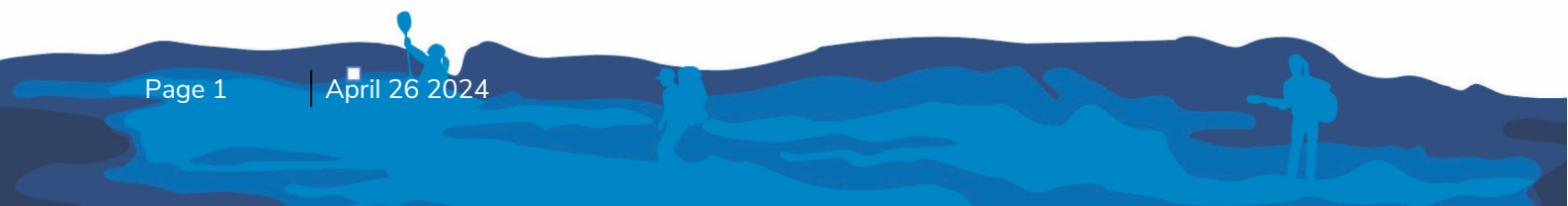
- Develop a comprehensive event entertainment strategy that aligns with Scouts Victoria’s overall vision, brand identity, and target audience.
- Research and identify current entertainment trends to ensure programming stays innovative and engaging.
- Conduct market analysis to understand audience preferences and inform talent selection.
- Set annual entertainment goals and objectives, outlining desired outcomes and key performance indicators (KPIs).

**Talent Acquisition & Management:**

- Oversee the process of sourcing, booking, and managing talented performers (musicians, DJs, comedians, speakers) for events.
- Assist with negotiations with talent agencies and individual artists to secure favourable contracts.
- Provide assistance to Event organisers, providing guidance and support in their talent acquisition and event execution tasks.

**Performance Evaluation & Improvement:**

- Implement processes for evaluating the effectiveness of entertainment programming (audience feedback, engagement metrics, cost analysis).



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- Analyse performance data and identify areas for improvement in entertainment strategy and event execution.
- Continuously develop and implement strategies to enhance the overall entertainment experience for the audience.

**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. Be inclusive in leadership style encouraging their teams to excel.
3. Be respectful of all their team accepting individual differences as a resource.
4. Uphold and demonstrate a commitment to the implementation of Child Safe Scouting and Scout Safe principles.

**Skills**

1. Be able to motivate, lead, communicate with and motivate adult leaders and work harmoniously to grow the program.
2. Have planning, monitoring and delegation skills.
3. Demonstrate risk management, work health and safety (WHS) and Scoutsafe skills in the adventurous activity environment.
4. Maintain confidentiality.
5. Understand and demonstrate the role and responsibilities of State Leader – Events Entertainment and have a commitment to that role.

**Knowledge**

1. 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.
2. 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

