



Scouts Australia  
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## Marketing and Public Relations Officer

- **Join the committee committed to creating a unique camping experience**
- **Work both within the Scouting community and with members of the public**
- **Develop real world experience in marketing for a business.**

Mafeking Rover Park, is owned and operated by Victorian Rovers for Victorian Rovers. Purchased in 1992 The Park offers a diverse landscape of open land, scrub and bush providing a variety of camping opportunities and areas to explore for all members of Scouting and the wider community. Mafeking is the home of Rover Motorsport in Victoria and the host location for the upcoming 2016 Australian Rover Moot 'The Moot'

### **The opportunity:**

The Committee seeks a Rover to join the committee to fulfil the role of Marketing and Public Relations Officer; this role is open to all Rovers currently registered within Victoria who have an interest in fulfilling the role. The successful candidate will be responsible for the promotion of Mafeking Rover Park and any committee run events.

### **What's in it for you?**

Mafeking Rover Park's facilities are utilised by a wide variety of groups – from small Scout groups, to major events, and other groups and members of the public. There are opportunities for growth in both the number of bookings that the Park hosts and the diversity of hirers.

The Mafeking Marketing and PR Officer has an opportunity to drive how Mafeking, and the services we offer, are marketed to these groups. The role includes the marketing of the Park and also events that are run by the Committee of Management such as Mafeking Masters, Open Day, and the Christmas Party, as well as monthly working bees. This includes managing our social media presence, creating advertising in Scouting publications, and any other medium you believe would be valuable.

This role would provide a great opportunity for Rovers who are currently studying business or marketing and are interested in gaining experience.

### **What skills do you need?**

In order for you to be considered for the role the applicant must be a current invested Rover and will remain so for the duration of the term.

A passion for marketing and promotion is a must in this role. Skills such as clear written communication and an eye for basic design would also be beneficial.

This role will be reporting to the Vice Chairman (Administration) and will be expected to prepare a report on a monthly basis in regards to works completed and underway.