



## **Role Description – Content Assistant – Newsletters and PR**

### **Responsible to:**

1. Deputy Camp Chief – Marketing and Communications

**Role Summary:** To assist in the production and delivery of monthly (pre event) and daily (onsite) newsletters alongside supporting the DCC Marketing and Communications with press release production, liaison and sending.

### **Responsible for:**

- Helping with the production of a monthly newsletter to send out to participants, IST and volunteers (pre event)
- Assisting with the design and creation of a daily jamboree newspaper (onsite)
- Creating fun, informative and engaging content to showcase the Jamboree's personality
- Supporting the DCC Marketing and Communications with PR coverage and related jobs
- Provide a 'join in' option for participants and staff (onsite)
- Ensure the liaison and sharing of information across the team
- Liaise with DCC Marketing and Communications to ensure multi-platform sharing of content

### **Person Specification:**

#### **Essential**

- Passion for writing
- Have a sense of humour
- Previous experience of using Mailchimp email software
- Have the ability to use Electronic communication
- Have the ability to attend evening and weekend meetings and activities
- Ability to communicate well with young people
- Good interpersonal skills

#### **Desirable**

- Previous Jamboree or similar size event experience
- Copywriting experience
- Have the ability to attend media trainings

**Membership Requirement:** A member of the Scout or Guiding associations and hold a current Scouting or Guiding DBS which is valid until the end of AJ2020.