



## **Role Description – Digital Assistant – Social Media and Website**

### **Responsible to:**

1. Deputy Camp Chief – Marketing and Communications

**Role Summary:** To help create engaging content, implement the communications plan and update the website in accordance with the DCC Marketing and Communications direction.

### **Responsible for:**

- Manage the ASJ social media channels on the run up to the event and onsite
- Support the DCC Marketing and Communications with the implementation of the communications plan (social media and website)
- Update social media channels
- Encourage interaction throughout social media
- Help design graphics to support social media posts
- Ensure liaison and sharing of information across the wider team
- Assist the DCC Marketing and Communications with the development of web content
- Adapt, modify and update the website quickly as agreed by the DCC Marketing and Communication
- Ensure content is relevant and appropriate

### **Person Specification:**

#### **Essential**

- A passion of digital marketing and social media
- Experience of Twitter, Facebook and Instagram
- Have a sense of humour
- Have the ability to attend evening and weekend meetings and activities
- Have the ability to use electronic communication
- Good interpersonal skills
- Have a flexible approach
- Ability to communicate well with young people

#### **Desirable**

- Previous Jamboree or similar size event experience
- Have the ability to attend media trainings
- Good Photoshop or InDesign skills

**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.