



Role Description – Content Lead

Responsible to:

1. Deputy Camp Chief – Marketing and Communications

Role Summary: To help create engaging content, implement the communications plan through the delivery of social media posts on a multitude of platforms (Twitter, Facebook and Instagram), a monthly (pre event - Mailchimp) and daily (onsite – InDesign/Photoshop) newsletter and assisting with the production of press release where required.

Responsible for:

- Manage the ASJ social media channels on the run up to the event and onsite
- 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)
- Encourage interaction throughout social media
- Help design graphics to support social media posts
- 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
- A passion of digital marketing and social media
- Experience of Twitter, Facebook and Instagram
- 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
- Have the ability to attend media trainings
- Good Photoshop or InDesign skills
- Copywriting experience

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.