

Branch Venturer Scout Project Patrol – PR Officer Role Description

The Branch Venturer Project Patrol is an appointed representative body of Venturer Scouts in WA. Made up of between 5–7 Venturer Scouts, they form a part of the Branch Venturer Team. The PR Officer is a specific appointed position within the Project Patrol, responsible for communication, promotion, and publicity.

Membership and Criteria

- Be a current Youth Member of Scouts WA, with some leadership experience.
- This role will be appointed for 12 months, unless a lesser term has been mutually agreed.
- The role may be reappointed after the first term, as long as the individual meets the membership criteria.
- Be confident that you are able to manage your time and all commitments.
- Communicate scheduling conflicts or needed time away.

Communication

- Acknowledge all communication within 2 days.
- Respond to emails and messages within 7 days, unless otherwise advised.

Training

- Have already, or be willing to attend a Youth Training Course (for example Unit Management, Leadership or Character Development).

Meetings

- Branch Venturer Team Meetings
- Branch Venturer Project Patrol Meetings
- Other meetings as indicated

Attitude

- | | |
|------------------------------|-----------------------------|
| • A positive can-do attitude | • Open to taking advice |
| • Respectful | • Wants to set the standard |
| • Acts as a role model | • Aspires to achieve highly |
| • Team oriented | |

Skills

- An understanding of the Scout Method and SPICES and how these are used within the youth program.
- Able to effectively communicate.
- Willing to present and speak at events such as award presentations and meetings.
- Photography and videography experience.
- Confident in using social media platforms for promotion and engagement.
- Experience with Meta Business Suite (desired).
- Creative mindset with lots of ideas for communication and outreach.

Knowledge

- An understanding of Scouting outside your Unit.
- Know how to access resources for program delivery or willing to learn.
- An understanding of the Achievement Pathways and how to assist members to achieve goals.
- Willing to use Scout Map (Scouts WA membership database).
- Knowledge of digital marketing strategies and tools.
- Understanding of how to design, schedule, and manage content for youth audiences.

PR Officer Specific Responsibilities

- Develop and deliver communication and promotion strategies for the Branch Venturer Project Patrol.
- Work alongside the Branch Venturer Youth Commissioner and Branch Team to establish a marketing plan.
- Capture photos and videos at events and activities to promote Venturer Scouts.
- Manage the Branch Venturer Team's social media presence.
- Create engaging content for newsletters, social media platforms, and event promotions.
- Act as a communication link between the Branch Venturer Team and Venturer Scouts across WA.