



## Role Description: National Chair: Marketing

### Role Purpose

1. To lead, coordinate and oversee the operation of the National Marketing Committee (NMC) and represent that Committee at the SCOUTS South Africa (SSA) Manco.
2. To be answerable to the Chief Executive Officer (CEO) and Manco for the fulfilment of the responsibilities of the NMC.

### Functions

1. Coordination of the activities of the NMC and Regional Marketing Representatives. Oversight of the SSA Youth Influencers.
2. Facilitate the communication between the NMC and Manco.
3. Ensure that the NMC fulfil those functions defined under that Role Description.
4. In collaboration with the CEO and NMC, ensure the development of triennial and annual strategic marketing plans aligned to the overall Strategic goals of SCOUTS South Africa.
5. Development and regular review of SCOUTS South Africa Policies related to the portfolio.
6. Preparation of quarterly report on the impact of the Marketing and Communication initiatives of SSA.

### Preferred experience

1. Strategic Marketing and/or Entrepreneurial experience
2. Brand management experience is an advantage
3. Understanding and insight of the activities of SCOUTS SA, its structures and programmes

### Accountability & Reporting Structure

Applicable Policies to the role:

SSA Constitution and Organisational Rules, SSA Marketing Policy, SSA Social Media Policy, SSA Uniform Policy, SSA Finance and fundraising Policy, Safe from Harm Framework, POPIA Policy, Privacy Policy, etc.

Report to:

Chief Executive Officer

Peers:

Manco members,

Manages:

National Marketing Committee

Supports:

National Scout Office staff incl. but not limited to National PR Manager, National Resource Mobilisation Manager.

### Delegated Power

1. All powers delegated as a member of the NMC.
2. Acceptance of members to the NMC, Regional Marketing Reps and Youth Influencers as per SSA's processes.
3. Any other temporary authorities delegated by the CEO or Manco in writing.

**Period of Warrant**

5 Years renewable for 3, and then 2 years. Thereafter the Warrant cannot be renewed for the role.

**Appointment Procedure**

Process as described in the Adult Support Policy.

**Other Agreed Tasks**

As agreed from time to time with the Chief Executive Officer and Manco.