

**Role Profile: Marketing and PR Lead for Auchengillan 100 Project**

**Position Title:** Marketing and PR Team Lead Volunteer (Role can be job-shared)

**Project Duration:** January 2025 - January 2027

**Location:** Remote with frequent meetings as the role requires and time required at Auchengillan Outdoor Centre, Glasgow, UK

**Reports To:** Lead Volunteer and Project Steering Committee

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**Role Purpose:**

To develop and implement a comprehensive marketing and public relations strategy to raise the profile of Auchengillan and ensure the success of the Auchengillan 100 centenary celebrations.

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**Key Responsibilities:**

**1. Marketing Strategy Development:**

- Create a detailed marketing plan that aligns with the project's objectives.
- Identify target audiences and tailor marketing efforts to engage them effectively.
- Develop branding guidelines and ensure consistent application across all materials.

**2. Content Creation and Management:**

- Produce engaging content for various platforms, including social media, newsletters, and the project website.
- Oversee the creation of promotional materials such as brochures, digital assets, and videos.
- Support the management of the project's social media accounts, ensuring regular and impactful updates.

**3. Public Relations:**

- Develop and maintain relationships with media outlets and journalists.
- Write and distribute press releases to generate media coverage.
- Support the planning and delivery of media events to promote key milestones and events.

#### **4. Campaign Management:**

- Plan and execute marketing campaigns to promote events such as the Centenary Year Launch Event and the Gala Dinner.
- Monitor and analyze the effectiveness of marketing campaigns, making adjustments as needed.
- Utilize digital marketing tools and techniques to maximize reach and engagement.

#### **5. Partnerships and Collaborations:**

- Foster partnerships with organisations and charities involved in supporting the project.
- Collaborate with other Clyde Scout teams to ensure cohesive messaging and branding.
- Identify and pursue opportunities for cross-promotion and joint marketing efforts.

#### **6. Community Engagement:**

- Engage with the Auchengillan community, including youth, leaders, alumni, and supporters.
- Promote participation in activities such as the countdown campaign, 100 birthday parties for sections, and time capsule projects.
- Gather and incorporate feedback from the community to improve marketing efforts.

#### **7. Reporting and Evaluation:**

- Track and report on marketing and PR activities, including metrics such as reach, engagement, and media coverage.
- Conduct post-campaign evaluations to assess success and identify areas for improvement.
- Provide regular updates to the Lead Volunteer and Project Steering Committee.

## Skills and Qualifications:

- **Marketing and PR Expertise:**
    - Experience in marketing and public relations, preferably in a volunteer or non-profit setting.
    - Strong understanding of digital marketing tools and techniques.
  - **Content Creation:**
    - Excellent writing and editing skills.
    - Experience in creating engaging content for various platforms.
  - **Communication and Interpersonal Skills:**
    - Strong verbal communication skills.
    - Ability to build and maintain relationships with media, partners, and the community.
  - **Project Management:**
    - Strong organisational skills and attention to detail.
    - Ability to manage multiple tasks and meet deadlines.
  - **Creative and Strategic Thinking:**
    - Ability to develop innovative marketing strategies.
    - Strong problem-solving skills and a proactive approach.
  - **Personal Attributes:**
    - Passionate about Scouting and the mission of Auchengillan.
    - Creative, adaptable, and able to work under pressure.
    - Enthusiastic and motivated to make a positive impact.
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## Application Process:

We understand that no volunteer will have every skill listed, but having experience in a few key areas would be highly beneficial. We value a willingness to learn and grow within the role. Interested volunteers should register by completing the following link <https://forms.office.com/e/WpNPT6LMTg> by Wednesday 8th January 2025.

This role is a fantastic opportunity to lead the marketing and PR efforts for a significant milestone in Auchengillan's history. We look forward to welcoming a dedicated and creative individual to our team