



Role Description: Head of Marketing & Media

Position:	Head of Marketing & Media
Role Duration:	December 2019 – September 2020
Responsible to:	MSF Project Management Team
Responsible for:	Marketing & Media Team Leaders
Role Summary	<p>To co-ordinate marketing of the camp, capture the camps and create content for the website and social media. This will include:</p> <ul style="list-style-type: none">• Creating a marketing strategy for the camps• Recruiting skilled team members• Managing given budget• Sourcing necessary equipment• Capturing the content throughout the camp• Producing content for social media within agreed deadlines
Key Responsibilities:	<ul style="list-style-type: none">• Ensure MSF brand guidelines are followed• Work in co-ordination with MSF Project Management Team Camp, Team Leaders and Communication Co-ordinators.• Manage the communication of information internally and externally.• Be fully briefed on key information and plans to ensure plans are implemented.• Prepare budget costs (if required) and ensure all invoices are completed in a timely manner.• Identify risks and issues at the earliest opportunity.• Any other duty as agreed with the MSF Project Management Team.• Adopt the philosophy that a positive and ‘can do’ attitude by the Sub Camp, especially during arrivals, as this will set the tone for the event and is what the Leaders will remember



Person Specification: Head of Marketing & Media

Experience:	<ul style="list-style-type: none">• Experience of previous Jamborees and/or large scale camps would be helpful.• Some experience of overseeing marketing and media for a large scale event or organisation is desirable.• Understand and be a proficient user of various social media platforms such as snapchat, twitter, facebook and Instagram.
Personal Attributes:	<ul style="list-style-type: none">• Ability to work as part of a team, enthusiastic for any challenge.• Must be creative and have a vision and goal for marketing.• A can do attitude, prepared to go the extra mile for the participants.• Able to think creatively adapt, reassess, and solve problems leading up to and during the event• Willing to speak one's mind and listen to the views of others.• Ability to work to tight deadlines

Essential Requirements:

As part of this role, you will be required to:

- Attend regular conference calls as well as occasional weekend meetings. Exact meeting dates will be provided to the successful candidate.
- Attend site visits.