kandersteg
international scout centre

Job description of the
PR & Marketing Assistant

General:

The Public Relations and Marketing Assistant is responsible for the implementation and operation of the Centre's PR and Marketing according to the framework for Marketing at KISC. He/she is the sales person for Kandersteg International Scout Centre.

Qualifications:

Essential

- Needs to be at least 21 years old
- Is a member of an Association recognised by WOSM/WAGGGS
- Understands, speaks and writes (very) good English
- Has relevant knowledge of PR/marketing work through studies or experience
- Is computer literate, experience with editing/maintaining websites
- Is capable of working alone and organising work in an efficient manner
- Is able to work as part of a team of volunteers

Desirable

- Knowledge of other languages, particularly German and/or Italian
- Has been a member of the Short Term staff team at KISC
- Has a full drivers licence

Management:

General

This position is a very independent one within the structure of the Centre, working very closely with the Director, the Marketing Manager and with the KISC Committee.

Line manager

The line manager for this position is the Director.
You will have weekly regular meetings with him/her to cover operational matters and an appraisal approximately every 6 weeks.

Team management

The PR & Marketing Assistant will have regular contact with other members of the Long Term Staff team and it is essential to build up a good working relationship and system of communication with them.

Staff

The PR & Marketing Assistant is not responsible for any of the Long or Short Term Staff on a full time basis; however, there is a lot of project oriented work that is done together with other members of the staff team.

It is expected that he/she will help out in other areas as requested, especially in the summer season.

Areas of Responsibility:

The PR and Marketing Assistant is expected to:

- Work according to the framework for Marketing at Kandersteg International Scout Centre
- Operate the centre's PR plan
- Establish and maintain PR contacts on local, national and international level within and outside Scouting.

Here for he/she will:

- Review, develop and maintain all the Centre's communications, including choice of material, consistency in corporate image etc.
- Maintain the KISC website on a weekly basis
- Organise the KISC representation at events
- Organise regular mailings to guests, potential guests, PR contacts and members.
- Implement KISC Ambassadors Network and maintain where established
- Control the PR budget for 2008
- Organise and summarise results of the guest evaluation system
- Promote the KISC Association to guests
- Supervise staff working on PR projects

From all our staff we expect that they:

- Ensure a high standard of guest service at all times
- Deal with any guest enquiries relating to the centre
- Care of all staff employed by the Centre
- Participate in Long Term staff training and development
- Are a member of one of the Internal Improvement Teams
- Help out there where needed for a successful operation of the centre

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