



Roverway is an international Guides and Scouts camp for Rovers (aged 16 to 22) from all over Europe. The camp typically consists of two parts: the Paths, where the participants explore Switzerland in smaller groups of around 70 people, and a main camp. The last Roverway took place in Norway in 2024 and lasted eleven days. Approximately 5500 Guides and Scouts participated. The next Roverway is scheduled to take place in Switzerland in 2028. That is why we are looking for a:

Social Media Manager

Let's go viral! Roverway should be an unforgettable experience not only for the participants, but for all our followers too. Right now our follower base is modest – meaning: nonexistent. This is where we need you! Build our social media channels from the ground up. Develop a social media communication concept and later take responsibility for the content. Maintain contact with our community and create engaging content together with the video and photo team. As Social Media Manager, you're a member of the "Public Relations" department within the Communication Division (see organizational chart).

What you can expect:

- Check-in as agreed with your Division Leads (approx. every 2 months)
- Approx. 8h of volunteer work per month
- The opportunity to contribute and further develop your know-how
- Collaboration with international contacts (including within your division crew)
- Expanding your network on a national and international level
- Helping make possible an international Scouting experience for approx. 5000 participants and approx. 1000 volunteers

What you bring to table:

- Time, enthusiasm and motivation for a multi-year commitment
- Experience in social media management
- A feel for trends and target audiences
- Knowledge of image editing or video creation an advantage
- Good skills in German, English or French

What we need from you:

- Your resume (including your Guiding and Scouting career as well as on Guiding and Scouting reference)
- A short motivation letter answering the following questions (an email is fine)
 - What interests you about this project?
 - Why are you the right person for this division?

Still have questions?

Feel free to reach out to us with any uncertainties, open questions, or just to chat. We look forward to you and your ideas.

Division Lead Communication

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