

Hampshire International Jamboree

Role Description: Head of Communications & Engagement

About Hampshire International Jamboree (HIJ)

Hampshire International Jamboree (HIJ) is a brand-new international event set in the heart of Hampshire in July 2028, bringing together thousands of young people and adult volunteers from across the UK and around the world.

Over a week-long camp, HIJ will offer adventurous activities, creative challenges, international experiences, and a vibrant community atmosphere — creating unforgettable memories for everyone involved.

HIJ is led and organised by a dedicated volunteer team, working alongside trusted partners and suppliers to deliver a safe, inclusive, and inspiring jamboree that celebrates the best of Scouting, Guiding, and international friendship.

Role Purpose

To lead all communications, brand, and engagement activities for Hampshire International Jamboree, ensuring HIJ has a strong identity, clear messaging, and inspiring visibility before, during, and after the event.

Responsibilities

- Develop and deliver a communications and engagement strategy for HIJ.
- Oversee the jamboree's brand identity (logos, visual design, style guides, signage, and merchandise branding).
- Manage internal communications for volunteers and staff teams.
- Lead external communications, including website, newsletters, social media, and parent/participant updates.
- Coordinate media, PR, and press liaison to promote HIJ regionally, nationally, and internationally.
- Ensure all comms are inclusive, consistent, and engaging.
- Support recruitment of participants and volunteers through creative campaigns.
- Work with Retail & Sponsorship to ensure sponsors/partners are appropriately showcased.
- Oversee photography, videography, and digital storytelling to capture the jamboree experience.

Skills Required

- Strong written and visual communication skills.
- Experience in brand, marketing, or media desirable.
- Ability to lead creative campaigns and inspire engagement.
- Organised, with an eye for detail and consistency.
- Strong leadership and team management skills.
- Good communication and organisational abilities.
- Ability to plan ahead, prioritise, and problem-solve.
- Confidence working with volunteers of different backgrounds and experiences.

Time Commitment

- Attendance at planning meetings (virtual and in-person) in the 3 years before the jamboree.
- Active involvement throughout the 18–24 months leading to the jamboree.
- Full-time availability during the jamboree itself.

Line Management

- Reports to: Jamboree Directors
- Manages: Deputies & Team Members

What You'll Gain

- The chance to shape an international event for thousands of young people.
- Experience leading in a large-scale, complex project.
- New friendships, skills, and memories to last a lifetime.