



Join our team to help more people understand Scouts impact for young people

Perception team opportunities



The Perception team

How people perceive Scouts has a fundamental role in whether they are attracted to join Scouts as a volunteer, as a young person or to support us as a funder, donor, or partner.

Our team is focused on responding to the movement building back membership so that we can support young people after the disruptions of the pandemic. This also means supporting local Groups to retain and recruit adult volunteers to make Scouts available to more young people, especially in communities new to Scouts, so that:

- More young people can take part in Scouts when there are more volunteers to support them
- Young people share their experience of Scouts, are proud to identify with it and shape how it is seen in communities
- More young people and volunteers from all communities join and stay with Scouts

Our challenge is that recent research has shown:

- 45% of people reported never hearing about the Scouts
- 62% disagree with the statement “I hear more and more about the Scouts these days”
- Just 15% reported having had a conversation about Scouts recently

Our Perception team is focused on improving how Scouts is seen in local communities across the UK. It's essential for us to reflect the diversity of the communities we are in and to show that Scouts is open to all, with an inspiring, fun programme that offers young people skills for life.

To be able to make decisions that meet the needs of our diverse membership we would particularly encourage applications from women and from people in Black, Asian and ethnic minority communities who are under-represented in our decision making groups.

The Perception Programme

The Perception team oversees a programme which includes a range of projects to help improve our reach, relevance and reputation. Some of these are multi-year projects, such as rolling out the new brand or reviewing what we wear. Others are more specific and time bound such as supporting the movement to mark the Queen's Platinum Jubilee, or developing the brand and uniform for Squirrel Scouts.

Perception Projects

Here are some of the current projects that you could be involved in as a member of the Perception team.

- Good For You – making sure our national volunteer recruitment campaign is effective and useful for local Groups and Districts
- Local visibility – supporting local Scouts to become more visible in inclusive ways in their local community
- Chief Scout search – looking at who will be our volunteer figurehead when Bear Grylls's term ends in 2023
- Brand development – supporting volunteers to use our brand and sharing more youth content across our communication channels
- What we wear – reviewing our uniform, with a focus on what members aged over 10 years old wear (Scouts, Explorers, Network and Adults).

Perception Team Roles

We're looking for people who care deeply about making Scouts a relevant, trusted organisation, who give young people a stronger voice in the UK. We have lots of different ways you could get involved, from contributing to a team for a specific project that you're interested in, to becoming the UK Commissioner for Perception. If you're still reading, you've probably got an opinion that can help us improve this important area of work, so we'd like to hear from you.

An interest in marketing, communications, social media is not essential but you will learn about these areas as a part of this team. With the support of our staff team throughout your time volunteering with us, we'll make sure you are able to help shape the future of Scouts, whatever your background. If you're interested and think you've got the potential to grow into these roles, we'd love to hear from you.

Here's a bit more about the different roles we have to offer:

UK Commissioner for Perception

This is the lead volunteer role for our perception work, working in close partnership with and supported by the Director of Communications and Marketing. You would be part of the UK Leadership Team and are the Sponsor for the Perception Programme.

A full role description can be found at the end of this document.

Perception Programme Board members (1-2 hours a month)

The Perception Programme Board is responsible for overseeing all the projects within the Perception Programme. The Programme Board is led by the Sponsor (UK Commissioner for Perception) with the Senior Responsible Owner (Director of Communications and Marketing), supported by a Project Manager. The members of the Programme Board represent a variety of perspectives Scouts, currently:

- A youth member who is under 25 (volunteer)
- A Regional Commissioner (volunteer)
- A representative of the National Inclusion Team (volunteer)
- The Head of Communications (staff member)
- A digital communications expert (staff member)
- A brand and celebrity ambassador expert (staff member)

We are looking for three more volunteers to join this team widen the volunteer experiences and perspectives to help us shape this work. In terms of time commitment, the Board meets once a month for an hour with a small amount of work, such as reading or commenting on papers outside these meetings which you can fit in when you have time.

What we wear project lead (approx. 2 hours a week)

What we wear as Scouts was last fully reviewed in 2002, and we know from member feedback we need to review it, with a focus on Scouts, Explorer Scouts and Adult uniforms, including Scout Network. Working in partnership with staff colleagues, we're looking for a volunteer to help us shape and lead this high profile project. We had started the research about what current members, parents and potential members think about what we wear in 2018, paused when the pandemic started, and are restarting again in 2022.

In this role you would bring together and lead a small team of volunteers supported by staff to deliver this project. Engaging current and potential youth members and adult volunteers will be key, as will having an understanding of the need to cater for a variety of different cultural, medical and sensory needs.

The project will also look to set up a process for more regular review and improvements of what we wear to prevent a gap of more than 20 years before the next time our uniform is reviewed. As project lead, you'll be involved with developing reports, presenting the progress of the project, and develop your experience of working with a range of stakeholders.

In terms of time commitment, we want to make this role achievable for the right person and will work with you to flex with your circumstances and availability. The project lead, with the project manager and supporting staff colleagues, will agree the frequency and length of project team meetings. You'll also need to present recommendations to wider groups, such as the Strategy and Delivery Committee and Board of Trustees. There will be some time needed to respond to emails and input into written reports and presentations. We will do our best to help to make sure your commitment can be flexible, balanced, and enjoyable.

Perception Team members (less than 1 hour a month)

If you've read this far, but not seen the role for you, you'd make a great addition to our Perception team, a group of volunteers who are our go-to people who help us as we test new things in each project.

We don't expect this to be a big time commitment and you'll always have the option to say no if you can't get involved at a particular time.

How we support you

Whatever role you choose, we want to make sure you feel supported, empowered, and that you enjoy your time volunteering beyond your local community, at a UK level. You'll be part of a friendly team of volunteers and staff members who will support you in your role. We will cover your expenses (according to the expenses policy) and support any other adjustments we can make to enable you to volunteer with us.

How to get involved

Expression of interest

To let us know you're interested in getting involved please add your details to this quick expression of interest form. If you can't use the online form, get in touch with us using the details below. The closing date for applications is **9am on Monday 29 November**.

[Expression of interest form](#)

As well as your contact information, there's space for you to tell us a bit about why you want to become part of the Perception team, and to highlight skills and experience you think are helpful. There's also a space for you to tell us which of the Perception roles you'd be interested in.

Selection process

We'll aim to get back to all expressions of interest by mid-December with further information about what

happens next, including upcoming opportunities to get involved.

We will be holding virtual, informal interviews for the following roles:

- UK Commissioner for Perception
- What we wear project lead
- Perception Programme Board members

We'll be in touch by the end of November to organise a mutually convenient time and date for the interview, which will be on Teams or Zoom. These will be informal chats with 4 or 5 other volunteers and staff members for the team to find out more about you, your experience and what you're looking to achieve in the role(s) as well as a chance for you to find out more about the role(s) that you have applied for.

Further information

If you would like to discuss the roles in more detail please contact CJ Ledger, Deputy UK Chief Commissioner (and former UK Commissioner for Perception) cj.ledger@scouts.org.uk, or Chloe Kembery, Director of Communications and Marketing chloe.kembery@scouts.org.uk

Role Description:

UK Commissioner for Perception

Anyone aged over 18 who currently is or are willing to become a member of The Scout Association is eligible to apply for this role.

Purpose of the role	<p>Working in partnership with staff and volunteers, you'll lead the development and delivery of work that Scouts secures public support to create greater impact, with improved reach, relevance and reputation as the Sponsor for the Perception Programme. Perception has a fundamental role in achieving our growth and inclusion goals, particularly where it directly supports recruitment and attraction.</p> <p>As a member of the UK Leadership Team this role will contribute to the delivery of our skills for life strategy and the development of national policies.</p>
Reports to	Deputy UK Chief Commissioner (Support)
Responsible for	Perception Programme Board and Team
Contacts	<ul style="list-style-type: none">• UK Leadership Team• Executive Leadership Team• Programme Sponsors and Senior Responsible Owners• Project Management Team• Communications Directorate• Other volunteers and staff colleagues involved in different projects.
Time commitment	<p>This role can take as much, or as little, of the time you have available to succeed in this role. As a rough guide, there will be approximately 8-10 weekends (or part weekends a year) including quarterly meetings of the UK Leadership Team as well as other events which include Gilwell Reunion (September), the day of celebration at Windsor (April), and the joint UKLT, Trustees and Nations meeting (October).</p> <p>During the average week it will be 6-8 hours to manage emails and attend virtual meetings (usually in the evenings).</p>
Terms of appointment	<p>The appointment is for an initial term of 2 years (subject to annual review with the Deputy UK Chief Commissioner), with the potential for re-appointment for a further period.</p> <p>This is a voluntary leadership role and is unremunerated, however, reasonable expenses in line with the Expenses Policy will be paid.</p> <p>In common with all national appointments, the successful candidate will be assigned a Training Adviser and will undertake a manager Wood Badge.</p> <p>The applicant must become a member of The Scout Association including successful conclusion of our vetting process and making the Promise.</p>

What we need from you (Person Specification)

Skills and abilities

- You can lead and motivate others
- You can organise people to get things done.
- You can prepare reports and give presentations on relevant topics.

Knowledge and experience

- You'll have experience of Scouts, as a volunteer leader, youth member or parent of a youth member
- You'll to have an interest, knowledge, or experience concerning communications, brand and marketing

Personal qualities

- Passionate and enthusiastic about the role
- Open to new ideas and motivated to deliver change
- Approachable at all reasonable times
- Committed to the Values and Fundamentals of Scouts
- Committed to personal development
- Self-motivated

UK Leadership Team Structure

November 2021

