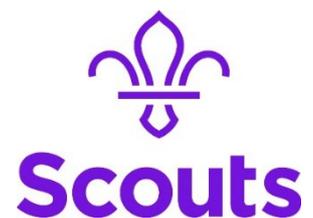


**We need  
people  
who are  
great with  
people.**



# **Applicant Information Pack Communications Manager**



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# Hello, it's you we're looking for.

We're Scouts and everyone's welcome here - all genders, races and backgrounds. We give over 400,000 4–25-year-olds the skills they need for school, college, university, the job interview: the skills they need for life.

Right across the UK, we're helping young people gain skills for life and find their place in the world. We help them speak up, play their part and shine bright. Scouts is the place to be yourself and find yourself.

These are young people who are not afraid to stand up for what they believe in, to do the right thing and think of others before themselves.

At a time when communities sometimes feel divided, Scouts brings people together. We're building stronger communities and contributing to a stronger society. All this is made possible by the generosity of our adult volunteers.

Now's a challenging time for us all, but Scouts has never been more important - giving young people purpose, hope, and a place to belong. With the launch of Squirrels for 4–6-year-olds, and opening more units in even more areas of deprivation, we're making more of a difference than ever.

Visit the Scouts online [here](#) for more on our values and [#SkillsforLife](#) strategy.



Carl Hankinson, UK Chief Commissioner



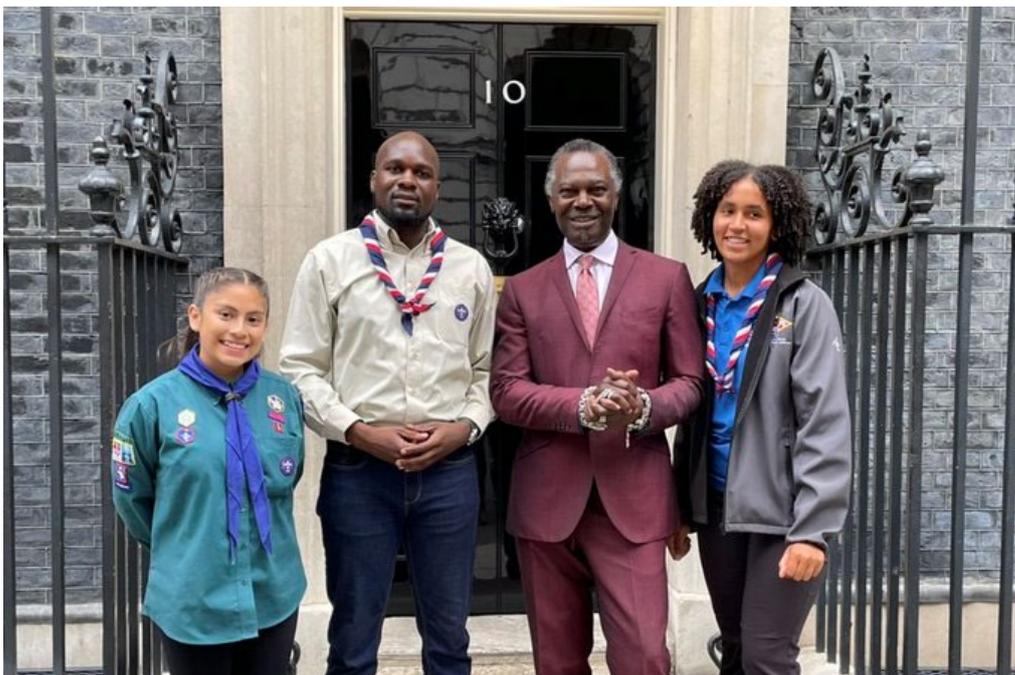
Matt Hyde, Chief Executive

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**'At a time when communities sometimes feel divided, Scouts brings people together. We're building stronger communities and contributing to a stronger society.'**

**Carl Hankinson, UK Chief Commissioner**

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Scout Ambassador, Dwayne Fields, Polar Explorer & TV Presenter (second from left) with celebrity chef Levy Roots (third from left) with our Scouts at 10 Downing Street, London UK

# You'll be helping change young people's lives. But what else is there for you?

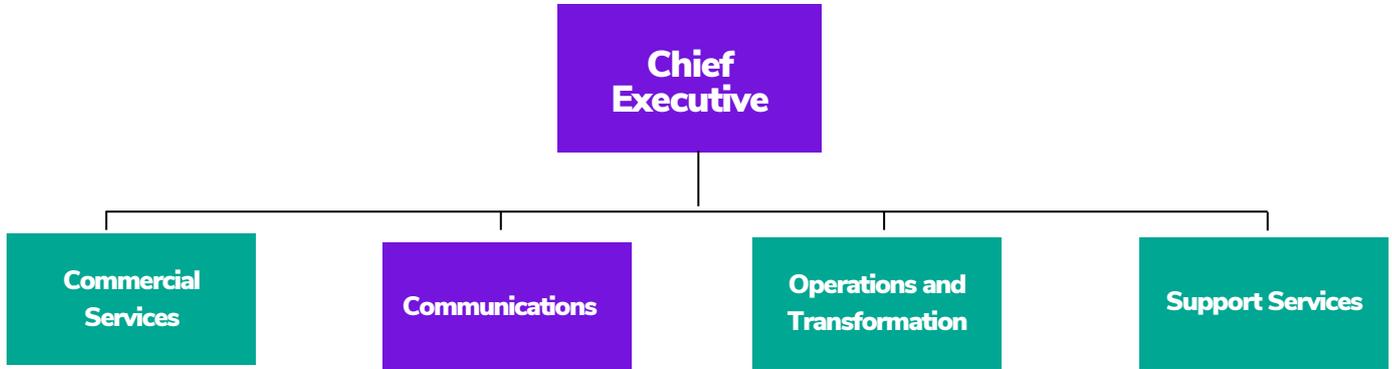
- Work in a way that suits you, your role and your department
- Be proud to say you're part of a team with [Investors in People \(Gold\)](#)
- Plenty of opportunity for learning and development
- 25 days holiday a year, plus bank holidays rising to 28 days after two years, then increasing again to 32 days after five years (and we don't insist you go camping)
- Four extra days to look after your family when they need you
- Three extra days over Christmas (that's our gift to you)
- When you're at the office, you'll be surrounded by 100 acres of beautiful woodland (that means lovely lunchtime walks)
- Be part of a team that believes having fun's important too, with team days, charity days and our new interactive Scout-themed collaboration hub (think tents!) creating a great informal environment for meeting and working – this'll be opening soon

## Want to know more?

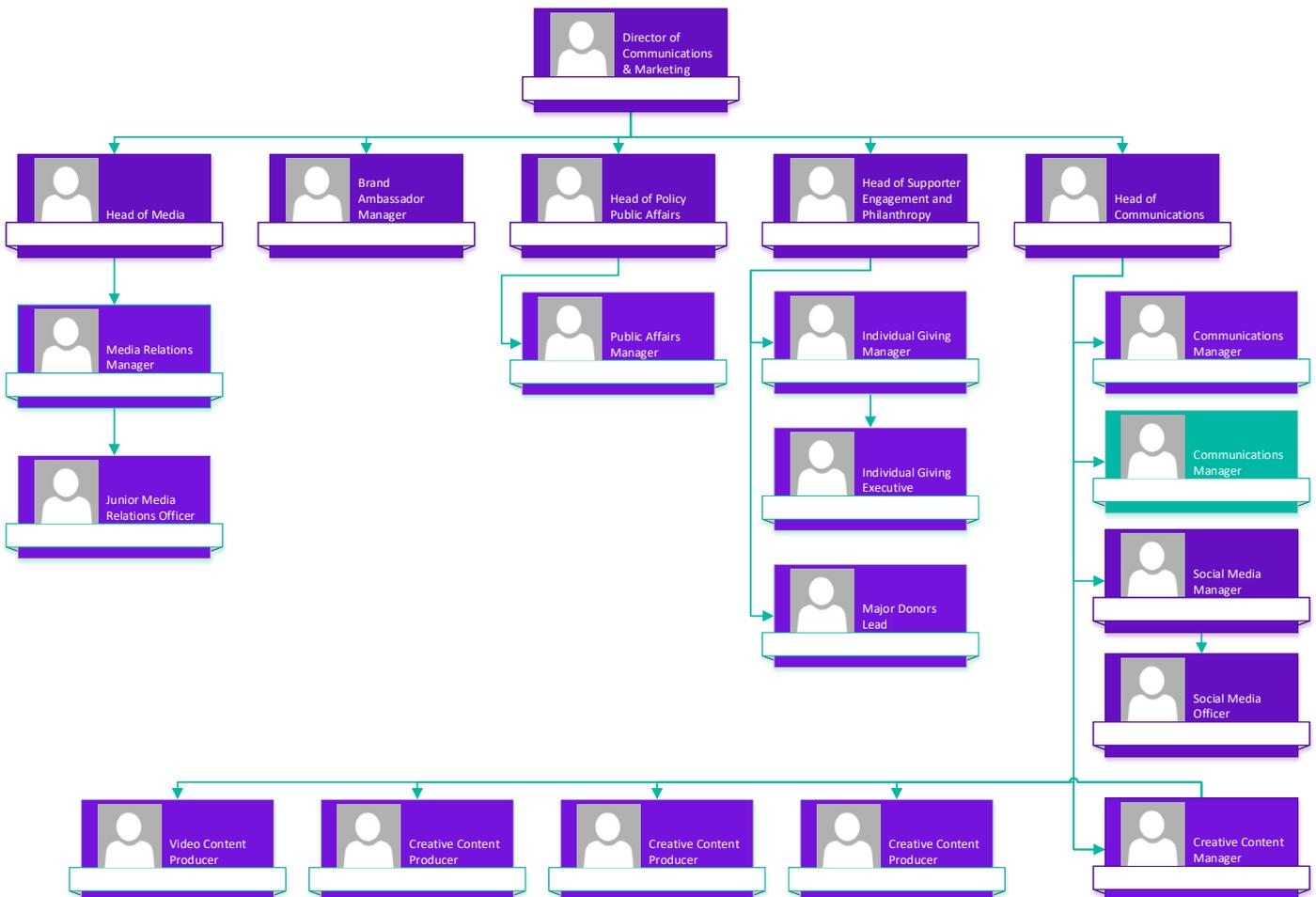
Check out our [benefits page](#)

# How we're structured

Our UK headquarters is based at Gilwell Park, Chingford, London, and is divided into four directorates:



## Communication Directorate Team



# We're the Communications Team.

## We're doing well, but you can help us do better.

This is an amazing opportunity to be part of some milestone communications moments for Scouts, as the plans from our Skills for Life strategy start to become a reality. We are entering a period of change with our volunteer members as we improve our volunteer experience and our programme for young people. Communications will be key for taking our volunteers on that journey of understanding those changes, the benefits for them and the exciting future for Scouts.

Hermione Clulow  
Hiring Manager



# About the role

<b>Responsible to:</b>	Head of Communications
<b>Department:</b>	Communications & Marketing
<b>Base Location:</b>	Gilwell Park, Chingford
<b>Term:</b>	Permanent
<b>Salary:</b>	£36,712 per annum, Band F, Level 3 -inclusive of Outer London weighting
<b>Hours:</b>	35 per week
<b>Line Management Responsibility:</b>	None
<b>Budgetary responsibility:</b>	TBC
<b>Internal Relationships:</b>	Communications and Marketing colleagues, Senior Management Team, Team UK and UKHQ volunteers, Nations HQ staff, project teams and colleagues across the organisation at all levels
<b>External Relationships:</b>	Digital agencies, communication platform suppliers, other charities and partners
<b>DBS:</b>	Basic

## What's expected?

You will lead, deliver and evaluate proactive communications using Scouts' channels for volunteers, members, and staff to support the Skills for Life strategy and the brand. You listen to and influence the Movement to help achieve the strategic goals of making Scouts more youth-shaped and inclusive, growing our membership and positively impacting communities.

You use your focus on audience needs to advise senior stakeholders on communication strategies that you manage across predominantly digital channels such as webinars, email, social media and the website. You take a leading role in communications projects, supporting senior leadership directly and ensuring all senior stakeholders contribute to and understand the plans.

You lead programme boards/teams through brainstorming and planning sessions to interrogate the audience and key messages to advise them on appropriate strategies for engagement. You work closely with content producers and brand colleagues to create and share clear, useful channel-appropriate content. By liaising closely with operations and

commercial colleagues you will ensure the organisation is understanding changing audience needs, and planning in a joined-up way.

## Key accountabilities

- Undertake other duties or special projects as defined by the Social Media Manager. Work with the Creative Content Team, specifically with the Video Content Producer to deliver YouTube strategy? Lead and deliver communications strategies informed by change management methodologies for large areas of Scouts work as part of integrated campaigns, supporting the Skills for Life strategy
- Analyse and evaluate content performance and audience feedback to improve how Scouts serves our audiences through digital channels by understanding their priorities, the channels they prefer and the specific needs of different Scouting roles
- Create clear, easy-to-understand content that reflects the Scout brand and values, working with creative content producers to ensure objectives align and deadlines are met.
- Lead the development of targeted, personalised campaigns using software such as Compass, managing large amounts of personal data sets while ensuring GDPR compliance
- Drive collaboration across directorates and with senior stakeholders, to develop integrated communications plans and audience engagement strategies that put audience needs first, and support our ability to listen and responds
- Be a subject matter expert advising senior colleagues and senior volunteers on communications, including for complex issues.
- Create effective briefings from senior stakeholders for internal audiences: draft content, manage approvals, schedule webinar briefings, invite relevant audience segments and respond to Q&As
- Structure and deliver consultations across the Scouts working with project or programme leads
- Provide guidance and support to volunteers delivering their own communications locally with best practice advice, training, and tools.
- Meet with volunteers during evenings and weekends as needed to contribute to project planning and provide communications advice
- Support the broader work of the Scouts, including out of hours working and travel across the UK as required.
- Undertake other duties or special projects as defined by the Head of Communications

## About you

The ideal candidate will have demonstrable experience in a communications role, ideally in-house for a large organisation. They will be well-organised and able to effectively manage multiple projects and priorities at a time, working with colleagues to ensure content development and delivery on time. They will have a track record of forming strong working relationships with a diverse range of people and have a positive problem-solving approach to their work. They have strategic mind that prioritises what the audience needs from any communications.

## Skills and abilities

- Can demonstrate they are a subject expert in the role of internal communications to deliver an organisation's strategic goals and transformation
- Able to devise and successfully deliver long term communication strategies across multiple audiences
- Able to write and edit copy for different audiences and create content for different channels, applying content design principles, using analytics to assess content performance and refine content
- Ability to champion the audience needs and to use them to create alignment with colleagues
- Strong interpersonal skills to establish and maintain credibility and effective working relationships with a diverse range of people
- Ability to persist through challenges and proactively solve problems, including navigating challenging conversations to find a positive outcome
- Proficient using MS Office including Teams and Sharepoint, webinar software such as Zoom and marketing channel management tools such as dotmailer
- Ability to work with a content management system (e.g. Umbraco) and Google Analytics to review and refine content

## Knowledge, experience and qualifications

- Demonstrable experience devising, delivering and evaluating large communications campaigns, ideally in-house for a large organisation.
- Track record of advising and influencing senior colleagues and stakeholders on communications, and building strong long-term relationships with colleagues
- Demonstrable experience of communicating complex or technical information in a clear, concise and relevant way to enable internal and external audiences to achieve their goals.
- Experience of managing personal data in a GDPR-compliant way within marketing or internal communication platforms e.g. Dotmailer
- Experience in planning the roll out of sensitive communications and managing confidential information
- Experience creating and hosting presentations for large audiences, in-person and online.
- Knowledge of third sector or membership organisations and the issues they may encounter when providing communications
- Membership of a relevant professional body

## Personal qualities

- Able to work well under pressure, be confident in decision making and deliver on tight deadlines
- Able to calmly manage multiple projects with good attention to detail, whilst ensuring that outputs are delivered on time, to budget and to brief
- An approachable personality who listens to stakeholders needs and shows understanding, while demonstrating gravitas and diplomacy when chairing discussions and advising on strategy
- Able to work autonomously and lead communications for delegated areas of Scouts, while collaborating proactively as part of the team

# How to apply

Before making an application, please make sure that you've read the [Recruitment and Selection Policy](#).

Please submit an application via the Smartsheet link on [our jobs page](#) by 11:59pm on **Monday 29 August 2022**.

To help us monitor the application of our [Equality, Diversity & Inclusion Policy](#), we'd be grateful if you'd also complete the Recruitment Monitoring questions on the Application Form.

Interviews will be held week commencing 12 September 2022.

If you'd like to find out more to see if this role suits you, we'd be very happy to have an informal chat; please contact [Hermione.Clulow@scouts.org.uk](mailto:Hermione.Clulow@scouts.org.uk) to set up a call or virtual meeting.

