



Digital Marketing Executive

Applicant Information Pack



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About us

We're Scouts and everyone's welcome here. All genders, races and backgrounds. Every week we give almost half a million people aged 6-25 the skills they need for school, college, university, the job interview,

the important speech, the tricky challenge and the big dreams: the skills they need for life.
At a time when communities are becoming more divided, we bring people together. We encourage our young people to do more, learn more and be more. We're a worldwide movement, creating stronger communities and inspiring positive futures. We welcome talent from all backgrounds and your contribution to help even more young people succeed in life.



Tim Kidd, UK Chief Commissioner

Matt Hyde, Chief Executive



Our Values

Integrity

Respect

Care

Belief

Cooperation

Our strategic plan

By 2025 we will have prepared more young people with skills for life, supported by amazing leaders who deliver an inspiring programme. We will be growing, more inclusive, shaped by young people and making a bigger impact in our communities.

Society is changing. In often fragmented communities, the pressures and expectations on young people are increasing. The future is uncertain. Scouts has never been so important in helping young people prepare for the future, developing the skills they need to succeed in a changing world. Each week almost half a million young people enjoy fun, friendship and outdoor adventure. They develop a sense of optimism and strong values as well as the leadership and team working skills that are more valuable today than ever.

Our movement achieves remarkable things. We have continued to grow for 13 consecutive years. Our previous plan, 'Scouting for All', inspired new Groups and sections to start in an additional 834 areas of deprivation since 2013. We now help over 462,000 young people aged 6-18 (including 102,000 girls) get the best possible start in life. Our social action campaign, A Million Hands, has enabled over 200,000 young people to make a positive contribution in their local communities.

Now we want to go further. Skills for Life is a strategy that supports and empowers our volunteers who are the people that make Scouts a reality. It's a strategy to bring communities together and contribute towards a better society. But most of all, it's a strategy for young people. They deserve the best skills, the best support, and the best possible futures.

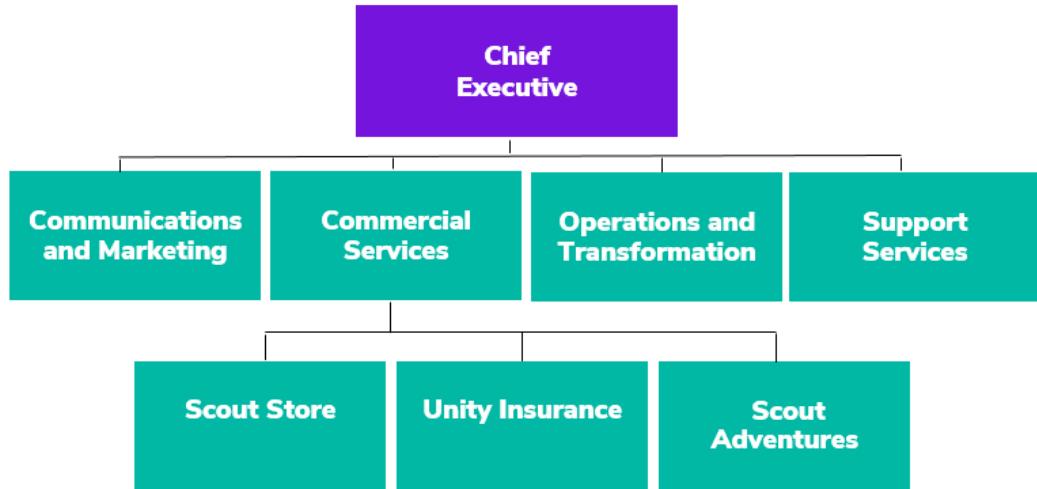
Skills for Life Our plan to prepare better futures 2018-2025

Our vision By 2025 we will have prepared more young people with skills for life, supported by amazing leaders delivering an inspiring programme.	We will be growing, more inclusive, shaped by young people and making a bigger impact in our communities.		
Our mission Scouting actively engages and supports young people in their personal development, empowering them to make a positive contribution to society.	Our values We act with care, respect, integrity, cooperation, exploring our own and others' beliefs.		
Our goals By delivering this plan we will achieve the following goals against our four objectives:			
Growth	Inclusivity	Youth Shaped	Community impact
<ul style="list-style-type: none">- 50,000 more young people- 10,000 more Section Leaders- 5,000 more Young Leaders	<ul style="list-style-type: none">- Our volunteers reflect the demographics of our society- In 500 more areas of deprivation	<ul style="list-style-type: none">- 250,000 young people shape their experience at Scouts each year- Half of our young people achieve top awards	<ul style="list-style-type: none">- 250,000 young people making a positive impact in their local communities each year- Half of our young people achieve top awards
Our four pillars of work To support the movement to achieve these objectives, we will focus on four pillars of work:			
Programme	People	Perception	Protect
A fun, enjoyable, high quality programme consistently delivered and supported by simple (digital) tools.	More, well trained, better supported and motivated adult volunteers, and more young people from diverse backgrounds.	Scouts is understood, more visible, trusted, respected and widely seen as playing a key role in society today.	Scouting survives COVID-19 and those parts of the movement and communities made vulnerable by the crisis are properly supported.

'I believe that Scouts empowers young people. It gives them skills to achieve the remarkable, and opportunities to develop a deeper understanding of the rapidly changing world.' Tim Kidd, UK Chief Commissioner

The Scouts Structure

The UK headquarters of the Scouts is based at Gilwell Park, Chingford, London, and is operationally divided into four directorates



The Role

Responsible to:	Marketing Manager (Scout Store)
Directorate / Department:	Scout Shops Ltd, World Scout Shops Ltd
Base Location:	Lancing
Salary:	Band E £28,188 p.a.
Line Management Responsibility:	None
Budgetary responsibility:	None
External Contacts:	Customers and key contacts.
Internal contacts:	The Scouts Association

The above list is provided for guidance only and is not an exhaustive list of all the contacts with whom the post holder may be required to liaise.

Role Summary and Purpose

The Digital Marketing Executive's primary aim is to achieve a significant increase in sales, profit and awareness of the business, making Scout Store the preferred place for retail purchases.

The post holder will be expected to accurately measure results, make recommendations on future metrics whilst also searching for better ways to track marketing efforts.

They will also provide support to colleagues within the team, being an integral member of the overall Buying and Marketing Department. The Marketing Executive will proactively market our product ranges, whilst also positively representing the Scout Store brand, across a variety of marketing channels, adapting the content depending on audience and on/offline platform. This includes email/newsletter campaigns, paid online advertising where relevant, printed marketing materials, social media platforms and events (collateral, display stands, competitions and promotions).

The Digital Marketing Executive will be expected to write content for the marketing campaigns following briefs given by the Marketing Manager; an integral part of the role is supporting key product launches.

Analysing results of all marketing effort and making recommendations is vital part of this role, to ensure the team are evolving and putting the customer at the forefront of all marketing activity. This will include creating presentations to share across the business marketing successes and support in key trading meetings.

Key Tasks

- Deliver to the marketing strategy for all our ecommerce platforms to extend our reach, connect with our customers and drive traffic
- Create, edit and schedule email marketing campaigns following given briefs
- Proactively manage our social media channels, including writing and collating content for different audiences, and answering to comments and messages when relevant
- Create, edit and schedule paid campaigns on social media following given briefs
- Edit blog posts and website pages
- Support in planning across all marketing channels
- Proactively suggest new initiatives to create more marketing opportunities and identify new marketing tactics
- Provide weekly reports to the Marketing Manager for trade meetings on the marketing performance versus key marketing KPI's
- Assist with production, design and content for materials used in online print (and occasionally offline) depending on audience for each collateral item
- Monitor and report on the company database growth and to manage e-campaign preferences to support the Marketing strategy of targeted communications; maintain and update the mailing data base following online marketing activities, ensuring the mailing database is accurate and up to date at all times, to continually drive segmentation within the database.
- Manage their own performance, which is monitored and reviewed regularly with Line Manager, in line with set objectives
- Work with the comms team in HQ and foster a collaborative approach to connect better with customers
- Create designs and GIFs for dynamic content to encourage engagement across all platforms (preferable).

Communication

- To effectively communicate with:
 - a) Internal SSL & TSA departments/colleagues
 - b) External suppliers and customers
- To clearly and concisely develop, monitor and document plans & agreements.

Other Information

- Some travel required.

The person we are looking for

The successful candidate will have strong customer, market and brand awareness, as well as having a passion for marketing and innovation. We are looking for someone enthusiast, organised, efficient,

dynamic and creative with excellent communication skills. Someone who is experienced in Digital Marketing and Social Media Management.

You will need to be an enthusiastic team player who is well presented, articulate and has excellent written and non-verbal communication skills. You will have a career history that demonstrates a talent for developing and implementing marketing campaigns across the various digital platforms, as well as an inherent ability to recognise and develop commercial opportunities.

You will be a highly analytical individual who is organised, methodical and efficient, with excellent judgement, communication, confidence and have a keen eye for detail.

You must be highly web literate, a social media expert and comfortable with managing content via WordPress in order to build and manage integrated campaigns across multiple platforms.

You must enjoy working as an integral member of our team but also be capable of managing your own priorities and workload to deliver high quality work that meets expectations and deadlines.

Education Qualifications and Achievement

Essential:

- Proven experience in a similar role or 3+ years Marketing experience
- Experience with social media, email marketing and analytics
- Ability to create reports on marketing activity and present in meetings.

Desirable:

- Marketing qualification
- Ecommerce/retail experience
- Knowledge of WOSM and TSA.

Skills and abilities

Essential:

- Experience in copywriting, email marketing and social media management
- Track record of delivering successful social media (organic and paid) and email marketing campaigns
- Good creative judgement
- Faultless stakeholder management skills to influence peers and the senior team
- An analytical mindset to analyse performance based on data from multiple sources and suggest improvements to increase results
- Advanced knowledge and experience of using Microsoft Office applications, Google Analytics and WordPress
- The ability to work under pressure and prioritise multiple activities
- Exceptional time management skills to manage its own time and meet deadlines
- Exceptional knowledge of the English language (written and spoken)

• Desirable:

- Experience collaborating with buyers to provide excellent marketing support for product launches
- A creative mind to inspire and drive to do better and continuously improve
- Graphic Design skills (experience with Adobe Ai or Canva)

Values and Personal Qualities

Essential:

- Team player, flexible and responsive to the needs of colleagues
- Pro-active driven by positive results with a confident and enthusiastic attitude.
- A trusted person with the ability to build confidence in others.
- Lead by example and demonstrate high levels of personal integrity.

Desirable:

- Drive personal development and look for progression.

Competency Framework

Level 4.

Safeguarding rules – Yellow Card

We are a youth organisation who takes safeguarding seriously. The post holder agrees to comply at all times with the safeguarding rules as set out on TSA's yellow card, which can be found [here](#). This is shared with young people and carers, as well as employees, so everyone knows our rules of engagement.

In order to comply, stringent vetting procedures take place including checking against an internal database to assess suitability and also Basic/Enhanced DBS checks as required.

GDPR and Data Protection

The post holder hereby agrees not to disclose any confidential or sensitive information to a third party or outside organisation except where required to do so by law and to adhere to our Data Protection and GDPR policies

Health and Safety

The post holder agrees to abide by TSA's Health and Safety principles and code of conduct and to take all reasonable steps to ensure both their own safety in the work place as well as that of their colleagues.

Equal Opportunities

The Post holder agrees to promote and uphold the principles of equal opportunities in accordance with TSA's Equal Opportunities Statement and all related policies.

Benefits

We've got some great benefits

Holiday Entitlement: On top of your generous 25 days annual leave we give you up to three extra days off between Christmas and New Year. And that's not all, holiday goes up to 28 days after 2 years' service and 32 days after 5 years' service (pro rata for part time staff)

Looking after your health and well-being

Simply Health scheme: Optical, dental and many more appointments covered, as well as great gym and family days out discounts.

Sickness absence: Once you're three months in, we have generous sickness pay, above the statutory.

Wellbeing walks: Scheduled once a month at Gilwell Park, this is a great chance to take an hour out of work to walk in the beautiful countryside with colleagues, taking in the fresh air.

Looking after your future

Pension Scheme: We look after your future. You will have been automatically enrolled into The Scout Association's Group Personal Pension Plan, contributing 3% of your qualifying earnings. The Scouts will contribute double at 6% of your qualifying earnings on auto enrolment. You can increase your contribution at any point and we will double your contribution up to a maximum of 10% of your gross salary.

Looking after your family: Your loved ones will receive four times the basic salary if you pass away while employed by us.

Getting to and from work

Car parking: Parking is free at all our sites.

Minibus Service: When working at Gilwell Park, a minibus can collect you at various times from Chingford Station and drop you back at various times.

We are proud to be a family friendly employer

Personal Days: Up to four personal days paid leave a year.

Maternity/Paternity Leave: We pay maternity leave above the statutory minimum requirement.

Start and finish time: Employees can apply for some flexibility on their start and finish times of work.

Making your money go that little bit further

Scout Store purchases: You can buy Scout Store merchandise with a discount of 25% on certain items.

Online benefits portal: Our online benefits portal allows you to tailor make your own benefits package.

Developing yourself and others

Study and volunteer leave: Special leave includes paid leave for volunteering and study leave.

How to apply

Before making an application please ensure that you have read the Recruitment and Selection policy:

<https://scouts.org.uk/media/1009429/Recruitment-and-Selection-Policy.pdf>

You can read more about working at Scouts here: <https://scouts.org.uk/about-us/jobs/working-at-the-scouts/>

We would be grateful if you would also complete the Recruitment Monitoring questions on the Application Form. Our Equal Opportunities policy can be found here: <https://www.scouts.org.uk/policy/equal-opportunities-policy/>

The closing date for applications is 01/08/2021

The interviews will be held on 10/08/2021 and 17/08/21

If you would to discuss the role in more detail, please contact Recruitment@Scouts.org.uk

To submit an application, please use this Smartsheet Link:

<https://app.smartsheet.com/b/form/1bcf06f3277545a68d2d0805b70a4a1f>