



Creative Content Producer-Editorial

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

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| 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 |

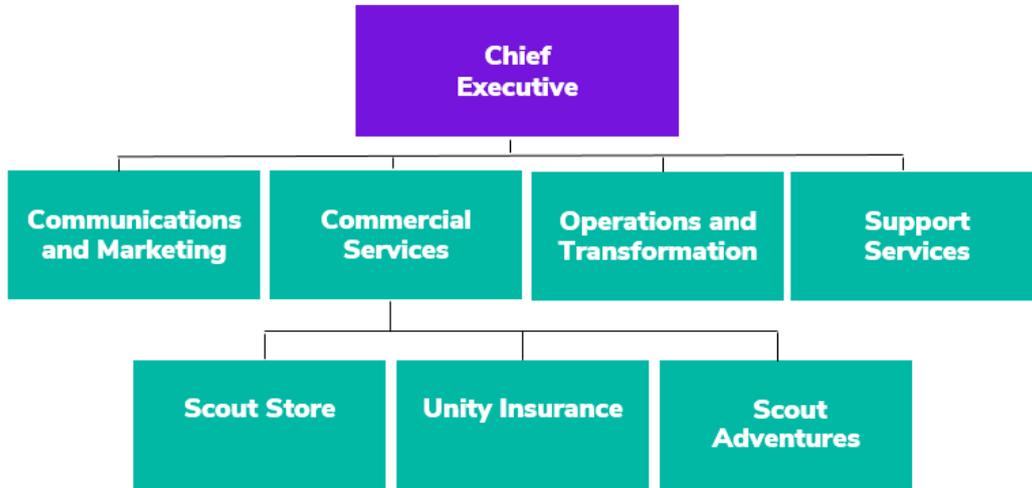
Our four pillars of work
To support the movement to achieve these objectives, we will focus on four pillars of work:

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| 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. |

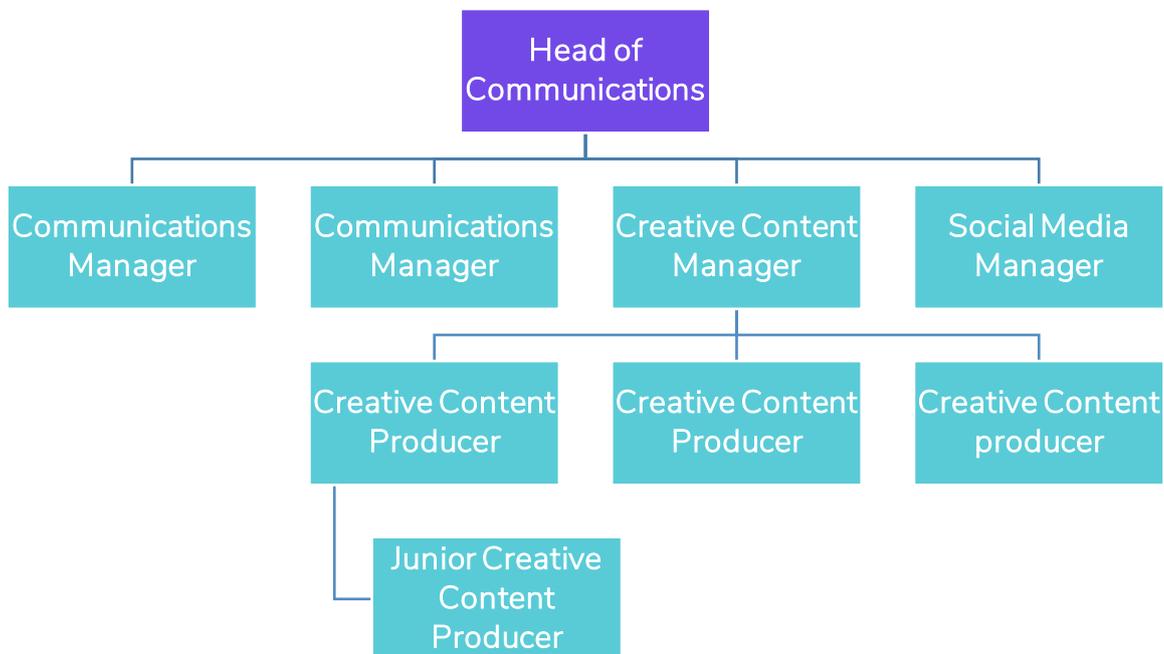
'I believe that Scouts empowers young people. It gives them skills to achieve the remarkable, and opportunities to develop a deeper understanding of the rapidly changing world.' Tim Kidd, UK Chief Commissioner

The Scouts Structure

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



Team Structure Chart



Job Description – Creative Content Producer

Responsible to: Creative Content Manager

Department: Communications

Base Location: Gilwell Park, Chingford, E4 7QW

Term: Permanent

Salary: Band E, Level 3- £29,948-(Inclusive of outer-London weighting allowance)

Hours: 35 hours per week

Line Management Responsibility: None

Budgetary responsibility: Responsible for managing agreed expenditure budgets as required by the Creative Content Manager

Internal Relationships: Communications and Marketing colleagues, Programme and transformation teams, Commercial team

External Relationships: Creative content service providers, partners, charities, agencies, freelancers

Core Purpose

You will create innovative content that supports the Skills for Life strategy: making Scouts more youth-shaped and inclusive, growing our membership and positively impacting communities. Under direction of the Creative Content Manager, you design content ranging from thumb-stopping social media posts and impactful campaign copy, through to the latest badge and group activities.

You will work with colleagues on communications and marketing content, mainly for digital channels such as social media and the website. You play a key role in the creative content process, brainstorming and contributing to content design using words, images, audio and video.

You will also play an important creative role in project teams to deliver digital and print content that is on-brand and helps the audience achieve their goals. This includes conceptualisation, presentation, commissioning, training colleagues on best practice and delivering to deadlines.

Key Accountabilities

- Create audience-led content, interpreting briefs, developing and iterating editorial concepts adapted to digital and print contexts
- Work collaboratively with colleagues to research, test and iterate content for digital channels such as social media and the website, making sure content meets accessibility and SEO requirements, aligns with brand, and is retired when appropriate
- Project-manage specific content projects and campaigns as directed by the Creative Content Manager managing stakeholder relationships and expectations, prioritising workload and working flexibly as required, to meet agreed deadlines
- Contribute to guiding, training and supporting colleagues in creating content, acting as a champion for the audience and the user journey
- As a member of the communications and marketing team, suggest creative solutions and put forward own ideas for engaging and innovative content or other improvements to the user journey
- Contribute to ensuring web content is updated and retired as needed, so staff and volunteers use the latest assets
- Work alongside the Creative Content Producer (Design), Scout Store and other commercial partners on designs for merchandise
- Contributing to the progression of the brand, representing the full spectrum of communications and marketing needs on strategic projects
- Making sure content created for all outputs is consistent, compelling, and helps users achieve their goals, while aligning with the brand and style guidelines, and meeting accessibility and SEO needs.

Person Specification

This role is perfect for you if you are passionate about how storytelling can influence emotions, influence behaviours and shape brand perception.

As a creative thinker, you put the audience first. You enjoy solving problems to explore what can evoke the desired response from the audience at different stages of the user journey.

You can effectively manage multiple priorities, collaborating with colleagues from across the organisation and external agencies and freelancers.

You understand the importance of maintaining a clear and consistent written, spoken and visual identity to progress the Scout's brand and values.

Experience

- Multi-channel content creation experience, ideally spanning print, digital and branding
- Experience commissioning content for digital channels and physical marketing
- Good understanding of best practice standards for written accessibility online and across varied devices/platforms
- A relevant degree or equivalent experience with a confident grasp of using a tone of voice and house style, a strong grasp of the English language (including advanced grammar) and plain English
- Experience of discussing customer or user needs with colleagues and stakeholders to help teams align around the customer/user's goals
- Good understanding of pre-production, production and post production phases of content creation including reviewing, refining and retiring content, using a CMS (for example, Umbraco)

Skills, Abilities & Knowledge

- Strong creative and conceptual skills with the ability to demonstrate clear understanding of brand identity
- Excellent copywriting skills, impeccable spelling and grammar, and strong editing and proofreading skills.
- Strong verbal communication and interviewing skills with the ability to build rapport and relationships with an audience, sourcing case studies which can be used in different contexts (for example, in content production, in campaigns and in the media)
- Able to conceptualise and produce content for digital and physical contexts, including marketing materials, with a specialist editorial focus
- Ability to understand, interpret and interrogate content challenges and co-create appropriate responses with subject experts
- Proven ability to manage multiple projects and deliver on tight deadlines with good attention to detail
- Basic ability to use Adobe Creative Suite (for example, Photoshop and InDesign) and advanced ability to use Adobe Acrobat Reader
- Ability to work with a content management system (for example, Umbraco) and Google Analytics to review and refine content
- Able to apply best practice standards for digital and print accessibility
- Able to work collaboratively with colleagues and external providers and partners.

Values & Personal Qualities

- A curious mind that wants to keep abreast of the latest trends
 - A good listener who wants to help others tell their stories in a meaningful and impactful way
 - Adaptable and flexible in responding to changing priorities
 - Gravitas to communicate credibly with a range of stakeholders
 - Applicants must be able to show a portfolio of print and digital work with links to examples in their application.
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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 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/por/2-key-policies/equal-opportunities-policy/>

The closing date for applications is 27 September 2021

The interviews will be held on 11 October 2021

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/63b33ba567a24b449e3c547f71488fde>
