



**We need great people to be a part of a retail store that delivers more.**

**Your applicant information pack Digital Marketing Executive**



**#SkillsForLife**

<b>Hello and welcome</b>	<b>3</b>
<b>What's in it for you?</b>	<b>4</b>
<b>The Scout Store team</b>	<b>5</b>
<b>How we're structured</b>	<b>6</b>
<b>The role</b>	<b>7 - 8</b>
<b>How to apply</b>	<b>9</b>



# We're the Scout Store Team. We're doing great, but you can help us do better.

Do you want to join a fast-paced business undergoing an incredible transformation? Join Scout Store now. We're bringing Scout Store's brand from a niche market to the national stage. We're building a consumer focused ethical and sustainable brand able to compete with any high-street retailer. Be part of this amazing journey.

We're an ambitious digital business fundraising for a charity. We're constantly looking at ways to improve our customer experience at every touch point, putting our users at the heart of every decision we make. Does this sound right for you? Join our team and you'll be pleasantly surprised by our great culture and team.

Scout Store is constantly changing and evolving as a company, to adapt and meet the retail's market needs and standards. Everyone has a voice, every idea and every suggestion is listened to and considered. Your potential to influence how the business really has no limit.

We're all about supporting and trusting you to do your job to the best of your abilities. You'll have freedom and flexibility, the opportunity to make a visible difference within your team, your department and in young people's lives as well as grow professionally. We believe in leading by example and that a thriving team helps us all develop.

Scout Store is not all about business: a happy team is the key to success. We've got a Social Committee that organises monthly team building events: staff quizzes, payday gatherings and more.

A brilliant place to work, we all dress casually, help each other, and take pride that every pound of profit we make goes back into supporting Scouts and our Skills For Life strategy.

Elena Aiello  
Marketing Manager at Scout Store

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

At Scout Store, we're part of 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.

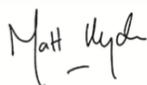
At a time when communities sometimes feel divided, Scouts brings people together. We're building stronger communities and contributing to a stronger society. All this is made possible by the generosity of our adult volunteers.

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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# What's in it for you?

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 beautiful surroundings - our Lancing office being just five minutes from the sea (that means lovely lunchtime walks along the beach).
- Be part of a team that believes having fun's important too, with regular culture huddles, team and charity days creating a great informal work environment where you'll get to build great relationships.



Scout Ambassador, polar explorer and TV presenter, Dwayne Fields, (second from left) with celebrity chef Levi Roots (third from left) with our Scouts at 10 Downing Street, London.

# Want to know more?

Check out our [benefits page](#)

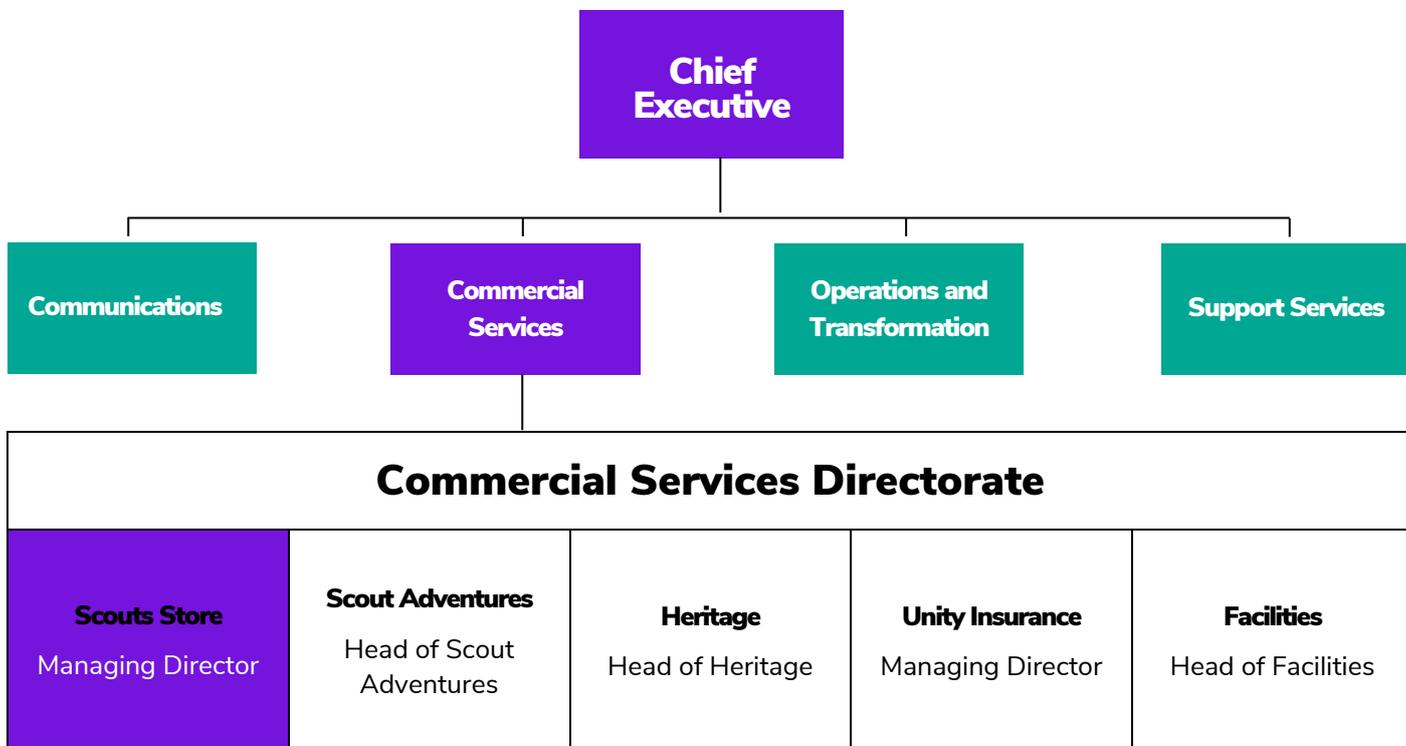
Visit our [Scout Store | The Shop for all your Scouting essentials and more](#)



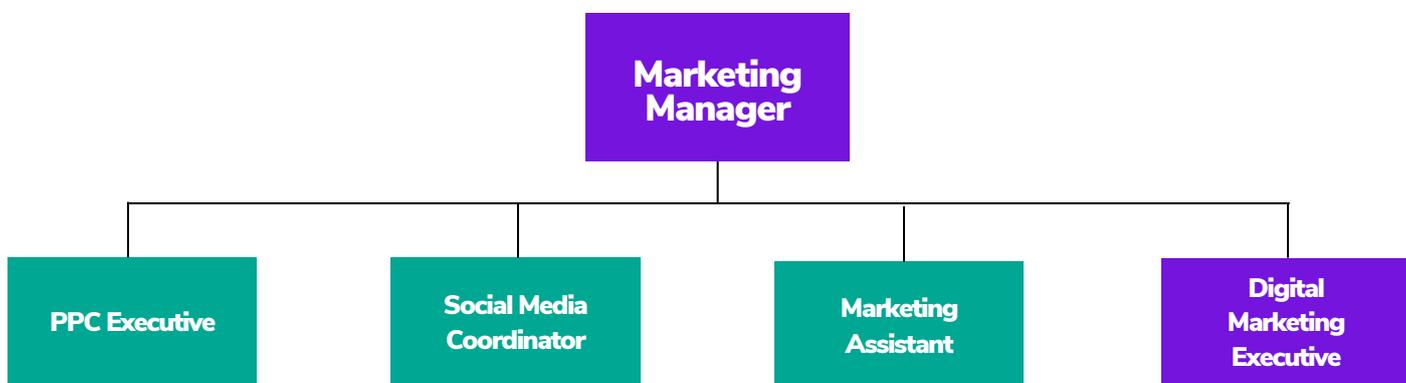
# How we're structured

This role will be based in Lancing, West Sussex.

Scouts UK Headquarters is based at Gilwell Park, Chingford, London, and is operationally divided into four directorates:



## Marketing Team Structure:



# About the role

<b>Responsible to:</b>	Marketing Manager (Scout Store)
<b>Department:</b>	Buying & Marketing Scout Shops Ltd
<b>Base location:</b>	Lancing, West Sussex
<b>Role supports hybrid working:</b>	Yes – <a href="#">click here</a> for further details
<b>Term:</b>	Permanent
<b>Salary:</b>	£29,326 per annum, Band E, Level 3, exclusive of outer London weighting
<b>Hours:</b>	35 hours per week
<b>Line management responsibility:</b>	n/a
<b>Internal relationships:</b>	Scout Shops Ltd colleagues and The Scouts Association
<b>External relationships:</b>	External providers and customers
<b>DBS:</b>	Basic

## What's expected?

The Digital Marketing Executive's primary aim is to achieve a significant increase in sales, profit and improve Scout Store's brand awareness, making Scout Store the preferred place for our customer's 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; this mean adapting copy and content depending on the audience targeted and the platform used in that marketing activity. Examples of these include email/newsletter campaigns, 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 and liaising with the other members of the team to ensure the success of the marketing campaigns.

Analysing results of all marketing effort and making recommendations for improvement is a vital part of this role, as well as putting the customer at the forefront of all marketing activity. These results will be then collated in presentations and dashboards that will help raise awareness on marketing's activities and results across the business.

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.

## Key accountabilities

- 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 liaising with Social Media coordinator, including writing and collating content for different audiences
- Support the PPC Executive in creating paid campaigns following the Marketing plan
- Edit blog posts and pages for our brands' websites
- 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 in the production and design of content used in online and occasionally offline printing
- Monitor and report on the company database growth; manage the e-campaign preferences to support the Marketing strategy of tailored marketing messages; 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
- Brief our designers about all the assets needed to run the upcoming marketing campaigns, including website's banners and social media specific assets.
- To effectively communicate with internal departments and colleagues and external suppliers and customers
- To clearly and concisely develop, monitor and document plans & agreements.

## Skills and abilities

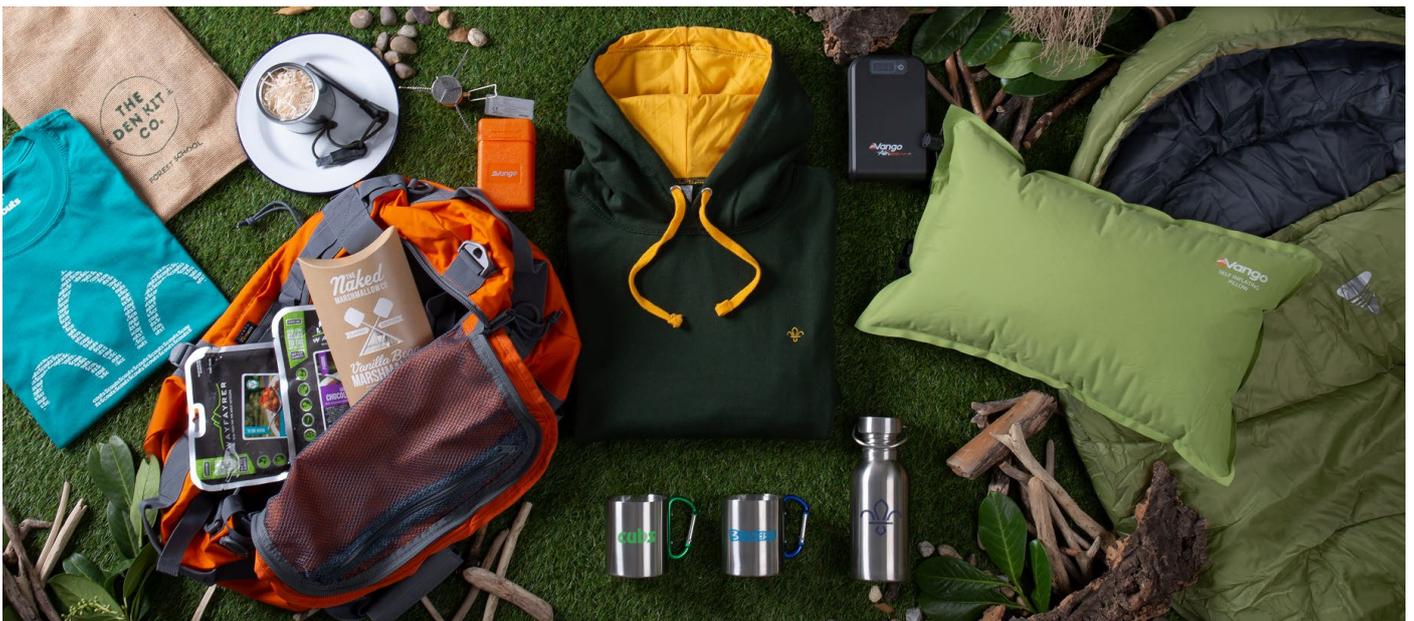
- Experience in copywriting, email marketing and social media management
- Track record of delivering successful social media (organic and paid) and email marketing campaigns
- Good creative judgement
- Faultless stakeholder management skills to influence peers and the senior team
- An analytical mindset 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)
- 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)

## Knowledge, experience and qualifications

- 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.
- Marketing qualification
- Ecommerce/retail experience
- Knowledge of Scouting.

## Personal qualities

- 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.
- Drive personal development and look for progression.



# How to apply

Before making an application, please make sure you've read the **Recruitment and Selection Policy**.

Please submit an application using the Smartsheet link on **our jobs page** by **11.59am on Wednesday 25 May 2022**.

To help us monitor the application of our **Equality, Diversity and Inclusion Policy**, we'd be grateful if you'd also complete the Recruitment Monitoring questions on the Application Form.

**Interviews will be held on Monday 6 June 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 [Elena.Aiello@scoutshops.com](mailto:Elena.Aiello@scoutshops.com) to set up a call or virtual meeting.

