



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

Your applicant information pack Ecommerce Trading Executive



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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.

Hollie Lockwood
Ecommerce Manager

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, as well as disabilities and those from the LGBTQ+ community. 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.

We were voted Charity of the Year in 2022 and we are accredited with Investors in People Gold Standard.

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 Volunteer

Aidan Jones, Chief Executive

'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 Volunteer

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.
- 28 days holiday a year, plus bank holidays rising to 32 days after two 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.



Chief Scout, 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?

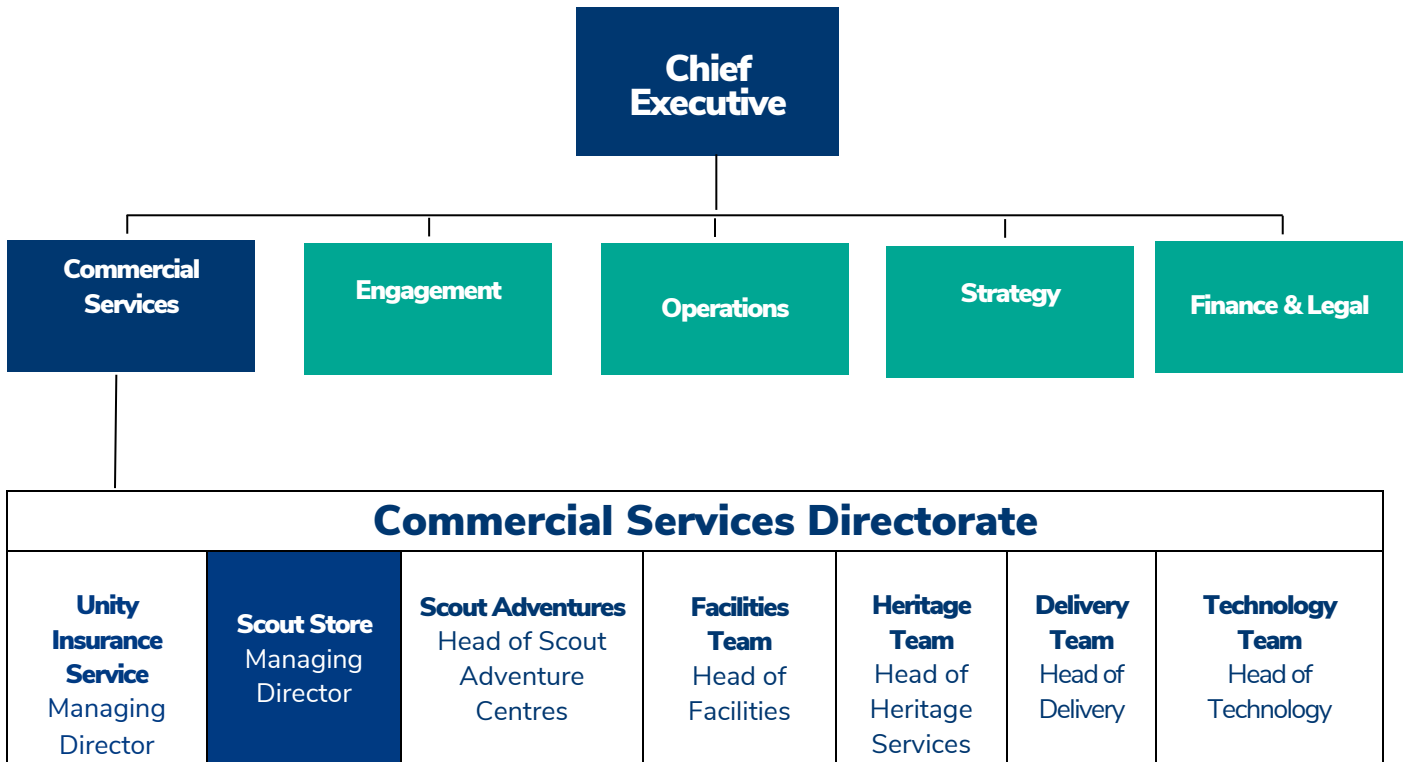
Check out our [benefits page](#)

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

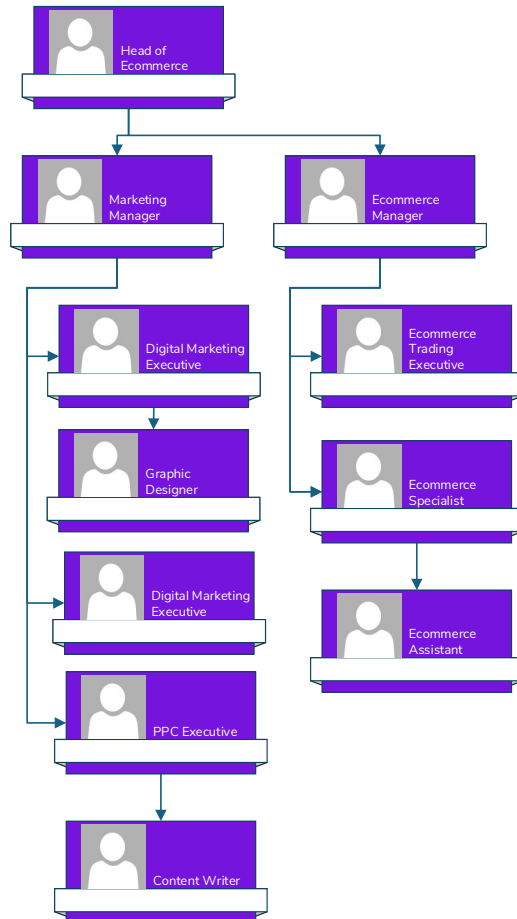


How we're structured

This role will be based in Lancing, West Sussex. Scouts UK Headquarters is based at Gilwell Park, Chingford, London, and is operationally divided into five directorates:



Ecommerce Team Structure



About the role

Responsible to:	Ecommerce Manager (Scout Store)
Department:	Scout Store Ltd
Base location:	Lancing
Role supports hybrid working:	Yes – click here for further details
Term:	Permanent
Salary:	£31,716 per annum, Band E, Level 3
Hours:	35 hours per week
Line management responsibility:	n/a
Internal relationships:	The Scout Association, Other departments including Buying, Supply Chain, Customer Services, Operations, Finance.
External relationships:	Website agency, suppliers and key contactors
DBS:	Basic

What's expected?

As the Ecommerce Trading Executive, you will Support the Ecommerce Manager and Scout Store digital team in day-to-day website trading, driving online sales, optimising product performance, and enhancing the overall customer journey across our e-commerce platform. The successful candidate will be instrumental in providing the analysis needed to support our trading strategy, identifying opportunities for growth and areas at risk. The role combines analytical thinking with practical execution turning insights into action on a regular basis.

Key accountabilities

- Support the Ecommerce Manager in day-to-day trading of both the retail and wholesale websites.
- Produce regular performance reports analysing performance across metrics such as sales, conversion and AOV.
- Monitor website performance and customer behaviour on site identifying opportunities to improve traffic, conversion and engagement and turning those into actionable insights.
- Monitor daily, weekly and seasonal trading performance, identifying opportunities and risks across categories, product launches and promotional activity and sharing learnings with cross-functional teams to support future planning.
- Support the Ecommerce Specialist by using data to suggest product recommendations, category merchandising rules and content personalisation strategies to increase average order value and conversion rates.
- Work with the Supply Chain and Buying teams to monitor stock levels, support slow sellers and drive conversion.
- Monitoring the conversion rates of key landing pages and working with the digital team to improve conversion where necessary.
- Conduct regular competitor analysis to keep up to date with competitor activity, trends and promotional activity and use this to make recommendations when relevant.
- Maintain and update the trading calendar with key dates, events, product launches and campaigns.
- Conduct QA testing and liaise with internal stakeholders on digital improvements when needed.
- Identify and suggest new growth opportunities, optimisations, and improvements to enhance the trading strategy.
- Any other requests relevant to achieving the ecommerce strategy.

Skills and abilities

- Comfortable with managing large datasets.
- Able to create and update reports.
- Strong in Excel including using excel formulas.
- Ability to present findings in meetings.
- Strong attention to detail, organisation and communication skills.
- Skilled in translating data into stories to inform the wider business of the customer journey and highlight functionality improvements.

Knowledge, experience and qualifications

- Proven experience in a similar role.
- Experience in retail Ecommerce or digital trading.
- Magento experience or similar.
- Google Analytics experience or similar.

- Understanding of ecommerce merchandising, customer journeys and digital trading principles.
- Knowledge of marketing activities and merchandising and how websites are used to support these functions.

Personal qualities

- Ability to work collaboratively and take charge as a leader when required
- 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.



Equity, Diversity & Inclusion

The Scouts is an equal opportunities employer and we are committed to fostering an inclusive environment where everyone feels valued and empowered to contribute. We offer flexible working arrangements to support diverse needs and lifestyles, ensuring that our teams can thrive both professionally and personally. We welcome and encourage applicants from all walks of life, believing that varied perspectives strengthen our innovation and community. Your unique experiences and ideas are essential to our success, and we look forward to hearing from all voices.

How to apply

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

Please submit an application via our jobs page by 23:59 on Monday, 13th July 2026.

Scouts is an inclusive organisation, and we are committed to creating a recruitment process that is accessible to everyone. If you need support during the application process, please email recruitment@scouts.org.uk and we will endeavour to support your accessibility needs.

If you are shortlisted for an interview, we will ask you whether you require any adjustments or support to participate fully in the selection process.

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 21st and 22nd July 2026.

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 hollie.lockwood@scouts.org.uk to set up a call or virtual meeting.