

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



Applicant Information Pack
Senior Marketing Executive



What's inside?

Hello and welcome	3
What's in it for you?	4
How we're structured	5
The Unity Insurance Services Team	6
The role	7 - 10
How to apply	11

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

We're 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



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.

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

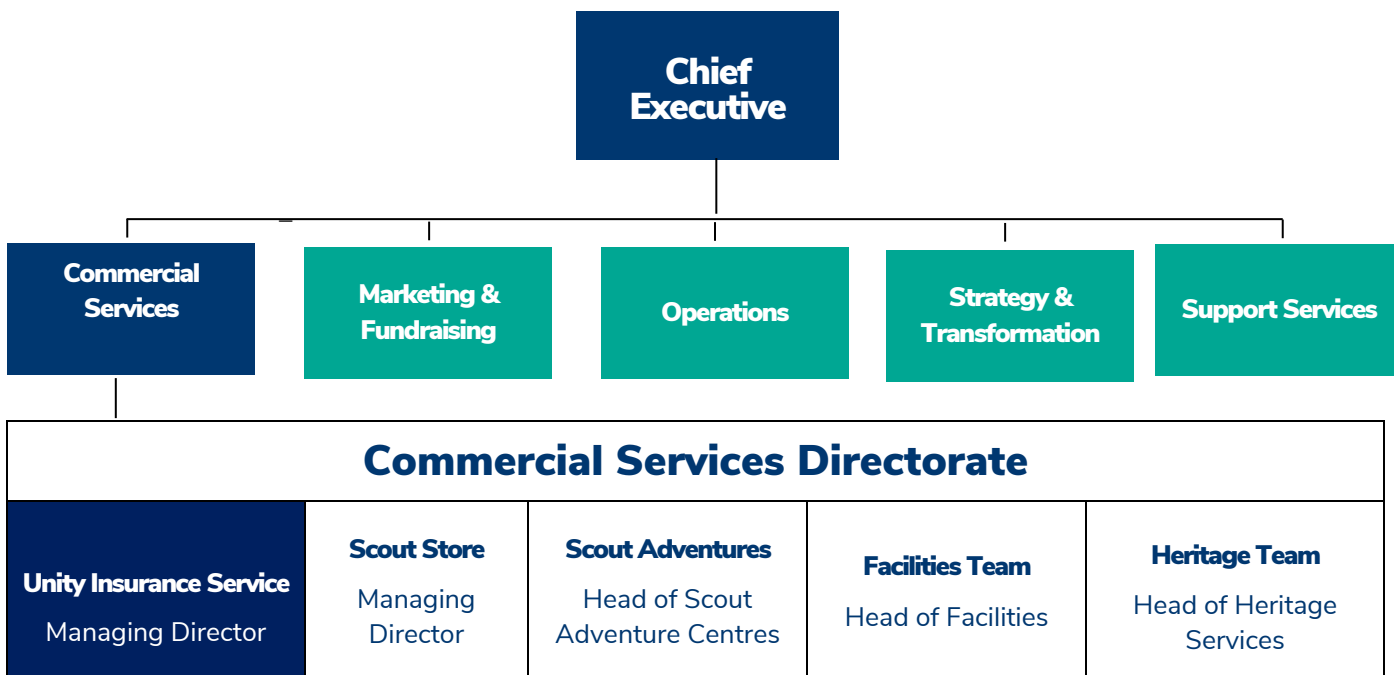
- Work in a way that suits you, your role and your department
- Be proud to say you're part of a team with [Investors in People \(Gold\)](#)
- Plenty of opportunity for learning and development
- 28 days holiday a year, plus bank holidays rising to 32 days after two years (and we don't insist you go 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 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?

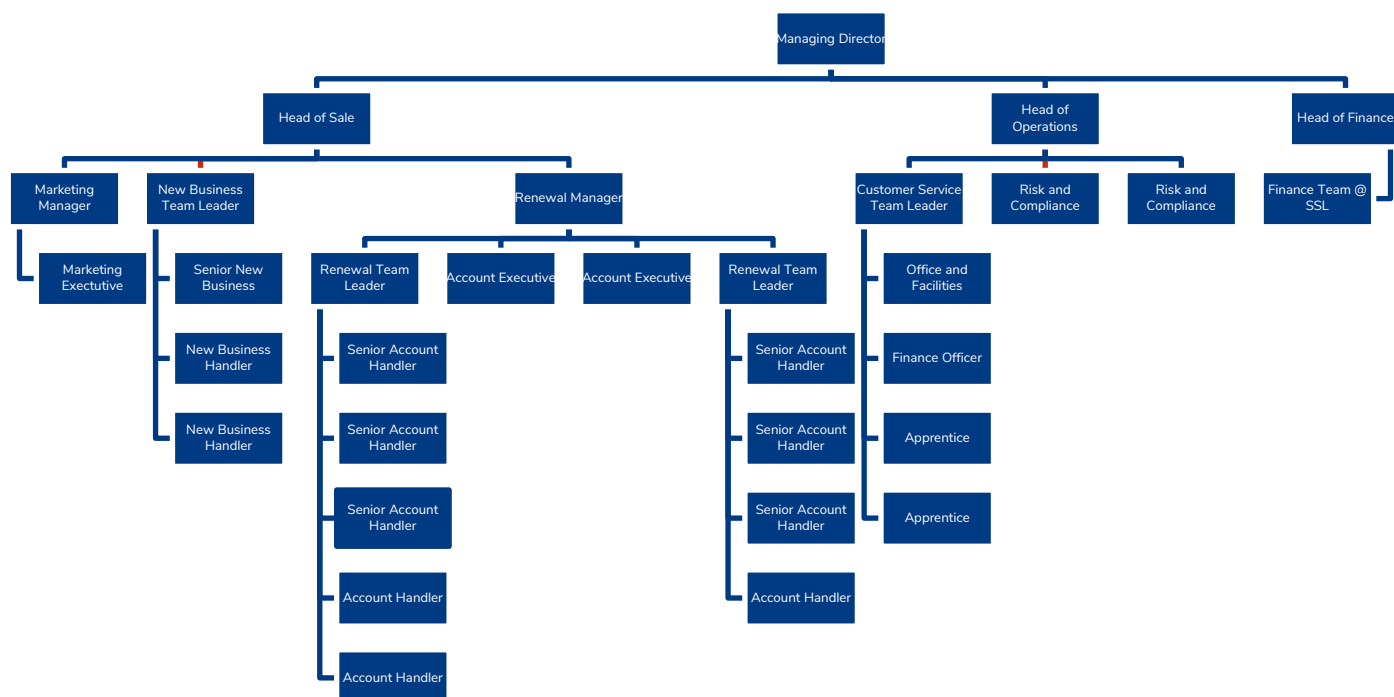
Check out our [benefits page](#)

How we're structured

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



Unity Insurance Team Structure:



We're the Unity Team.

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

At Unity, our team culture is the heart of our success. We thrive in an environment that celebrates diversity, collaboration, and innovation. What's truly great about working with us is the sense of unity (pun intended) that binds us together.

The best part of this job is the opportunity to make a real difference in people's lives. As an insurance broker with Unity, your key accountabilities will revolve around providing clients with peace of mind, offering tailored insurance solutions, and building lasting relationships, with the unique proposition that all our work helps Scouts prepare young people with skills for life.

Our team stands out not just for the work we do but for the way we do it. We have a collaborative and structured approach, balanced with a relaxed atmosphere.

Joining our team also means access to incredible opportunities for personal and professional development. Whether you're starting your career or looking to lead projects, Unity provides a platform for growth. You'll be empowered to shape the future of our business, contribute fresh ideas, and make a meaningful impact on our clients' lives.

Join Unity Insurance, and you'll discover a team that's passionate about helping others, a job that challenges and fulfills you, and a community that supports your professional journey. Together, we're reshaping the insurance landscape, and we invite you to be part of this exciting journey.

Philip Johnson
Managing Director
Unity Insurance Services



About the role

Responsible to:	Head of Sales
Department:	Unity Insurance Services
Base Location:	Lancing, West Sussex
Term:	Permanent
Salary:	£37,800 Band F Level 3
Hours:	35
Line Management Responsibility:	No
Budgetary responsibility:	Annual marketing budget with Head of Sales
Internal Relationships	Director of Commercial, MD, senior managers, other Unity and HQ colleagues
External Relationships:	People and organisations from the Scouting, Guiding, charity and business sectors. Suppliers and service providers, insurers and other stakeholder
DBS:	Basic

What's expected?

The post holder will be expected to engage with all areas of Unity & TSA's activities and will be expected to attend meetings with peers across the association. The role will contribute ideas and co-lead the marketing strategy to support Unity's growth.

The Senior Marketing Executive will take responsibility for leading the delivery and implementation of Unity's marketing strategy, supporting the company's business plans for the next 3-5 years.

Collaborative working is essential, with partners, clients and internal teams to enhance Unity's brand positioning, marketing effectiveness and client engagement for Unity products and services, and market positioning.

Key accountabilities

- Deliver lead generation campaigns to achieve company financial goals
- Create & execute marketing plans including marketing campaigns that align with strategic objectives.
- Brand-building initiatives including communications to prospective clients and existing clients.
- Content creation (blogs, white papers, newsletters, print and social media posts) and monitoring performance, including optimising landing pages and improving SEO rankings.
- Website management, optimisation and communicating our brand position.
- Delivering & overseeing marketing activities such as digital campaigns, email newsletters, social media

management, PPC, SEO, CRM, and web analytics.

- Proactively identify, develop and/or seek new partnerships to target new audiences to build awareness and increase sales revenue
- Provide updates in sales meetings on campaign performance and contribute ideas for improvements
- Planning and execution of marketing activities, ensuring alignment with objectives and goals
- Manage cross-channel campaigns (digital, print, events) to ensure consistent messaging across all platforms.
- Working closely with external web developers to manage Unity's web presence

Marketing Activity and Responsibility

- Oversee the annual planning of marketing activities by setting clear objectives, goals, and measurable KPIs.
- Deliver cost effective solutions for successful social media campaigns, email newsletters and campaigns, SEO, CRM, PPC, advertising, sponsorship, photography, SMS, print, CRM, online, direct mail, printed collateral, website analytics, and web optimisation
- Content strategy creation and distribution across various channels and platforms including email marketing (through marketing automation tools) and communications
- Managing social media platforms and engaging with the users where required
- Monitoring and analysing the performance of any campaign to drive growth and using tools and metrics to measure the return on investment and improvement areas
- Create business development campaigns by identifying key partnerships to expand brand reach
- Regular monitoring of lead volume, lead quality and sources
- Prioritise events and new launches in line with sales targets and stock deliveries.
- Work with TSA partners to effectively support movement wide campaigns where appropriate
- Seek new ways of marketing to reach and engage audiences, in the form of new digital platforms, relevant publications, Scouting/outdoor events, within any target market
- Ensure brand consistency across all platforms, from print and advertising to social media, web and photography. Including brand language and adherence to the guidelines for product and lifestyle photography
- Attend events. Assessment of events that require marketing support, to obtain new contacts, give company updates and ensure Unity has a brand presence
- Conduct market research and competitor analysis to inform strategy and identify growth opportunities
- Marketing data sourcing, collection and management for campaigns
- Work with the sales team on business proposals, presentations with Unity tone of voice and branding.
- Support and provide Marketing material for clients for their members if/when required
- Marketing input and contribution on the customer journey in the various departments (collab working)
- Keep up to date on industry and marketing trends to keep informed, share with the team and back up future campaign ideas
- Produce and improve client letters, emails, and proposals within Unity's CRM and policy management system

Stakeholder Management

- Working closely with the Head of Sales to determine priorities and drive more commercial growth through brand building and lead generation
- Collaborate with internal teams to support cross-marketing activities and ensure alignment between New Business and Existing Business teams for well-prepared campaigns
- Close working relationship with New Business and Existing Business team to create the most effective and prepared campaigns
- Preparing of board reports with commentary at request of Head of Sales

Budget Management

- Assist in tracking marketing expenditures and providing budget reports to the Head of Sales
- Ensure marketing activities comply with FCA regulations and maintain the Advertising Register as required.
- Understanding and knowledge of ASA, MCA and ICO Regulations for marketing activities

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.

The person

Experience

Education Qualifications and Achievement

Essential:

- Educated to a degree level or equivalent
- Comprehensive marketing knowledge across direct and digital channels in tactical areas and campaign execution
- At least 2-3 years of experience in a marketing role, with solid understanding in digital marketing

Professional marketing qualification (e.g CIM) is desirable but not essential.

Skills, abilities and knowledge

Essential:

- Excellent communicator at all levels – verbal and written
- Relationship builder and team player
- Fully computer literate
- Analytical skills
- Microsoft Word, Excel and PowerPoint
- Able to multitask and prioritise / meet targets / deadlines. Ability to work under pressure and short deadline when required

Values and personal qualities

- Insurance experience desirable but not essential
- Understanding of Google Analytics and Google Ads (web analytics)
- Knowledge of marketing technology desirable but not essential (such as Force24, BriefYourMarket)
- Marketing fundamentals and track record of delivering results

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 that you've read the [Recruitment and Selection Policy](#).

Please submit an application by 11:59 pm on **Monday 6th April 2026**.

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 conducted on a rolling basis until the position has been filled.

Please note that we reserve the right to close this vacancy early should we receive enough suitable applications.

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

