

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



# **Applicant Information Pack**

## **Social Media Officer**



<b>Hello and welcome</b>	<b>3</b>
<b>What's in it for you?</b>	<b>4</b>
<b>How we're structured</b>	<b>5</b>
<b>The Marketing &amp; Fundraising Team</b>	<b>6</b>
<b>The role</b>	<b>7 - 10</b>
<b>How to apply</b>	<b>10</b>

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

We're 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 Volunteer



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 Volunteer**

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Scout Ambassador, Dwayne Fields, Polar Explorer & TV Presenter (second from left) with celebrity chef Levy Roots (third from left) with our Scouts at 10 Downing Street, London UK

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

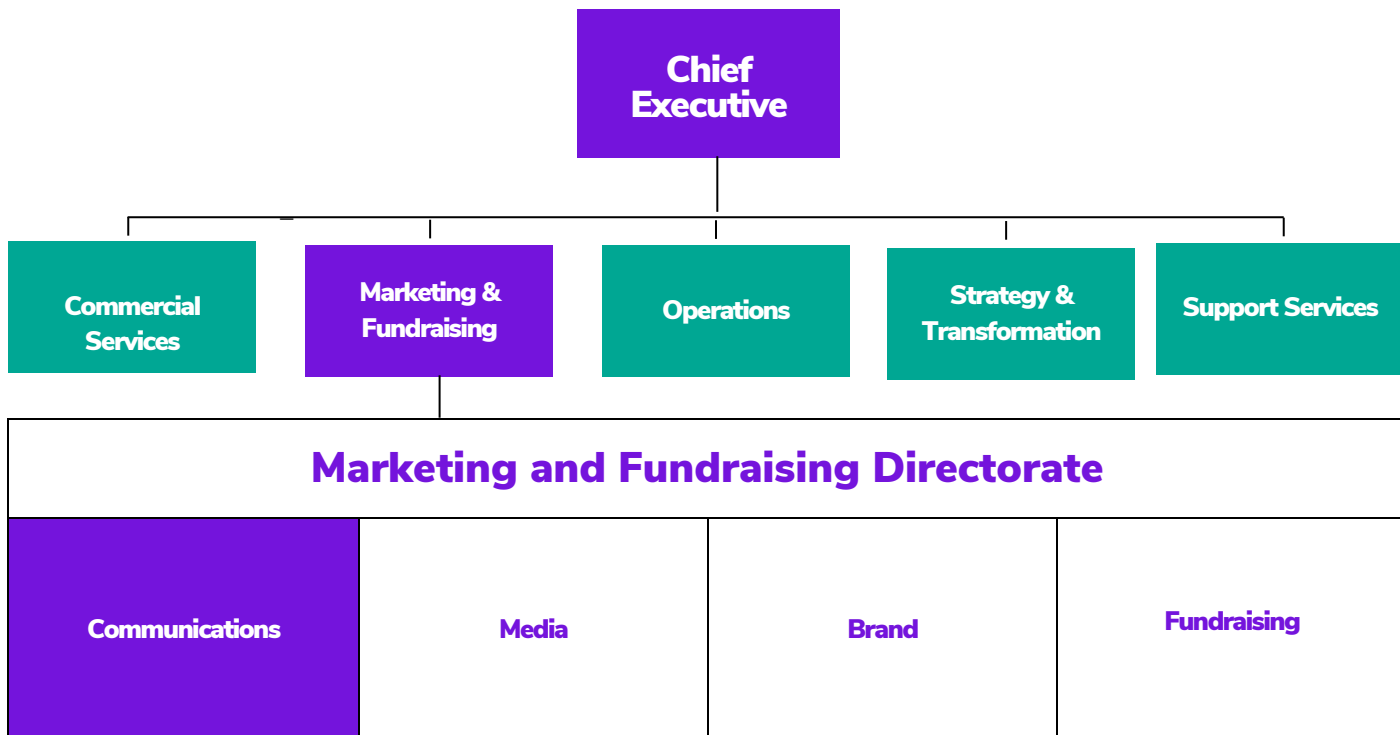
- Work in a way that suits you, your role and your department
- Be proud to say you're part of a team with [Investors in People \(Gold\)](#)
- Plenty of opportunity for learning and development
- 28 days holiday a year, plus bank holidays, rising to 32 days after two years (and we don't insist you go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

## 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:



# Marketing and Fundraising Team Structure:



# We're the Marketing and Fundraising Team.

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

You will be joining a team that is passionate, creative and loves what we do. We pride ourselves in providing excellent training, mentoring and support to match your career aspirations, making this a perfect environment to learn and grow your communications and marketing skills. We work collaboratively across the comms and creative team. We all meet up once a month for a collaboration day.

We've launched our TikTok and revived our YouTube channel to reach more people. You will be joining the team at an exciting time in the Marketing and Fundraising Directorate.

Shavaughn Haack  
Social Media Manager





# About the role

<b>Responsible to:</b>	Social Media Manager
<b>Department:</b>	Marketing and Fundraising Directorate
<b>Base Location:</b>	Gilwell Park, Chingford, London
<b>Role supports hybrid working:</b>	Yes – <a href="#">click here</a> for further details
<b>Term:</b>	Permanent
<b>Salary:</b>	£33,476 per annum, Band E, Level 3 (Inclusive of Outer London Weighting)
<b>Hours:</b>	35 hours per week – There is an on-call element of the role where the post holder will monitor social media comments on evenings and weekends. This will be done on a rota basis.
<b>Line Management Responsibility:</b>	n/a
<b>Internal Relationships:</b>	Communications, Marketing and Fundraising colleagues, Programme and Transformation teams, Commercial teams, youth members and volunteers
<b>External Relationships:</b>	Digital agencies, communication platform suppliers, creative content service providers, partners, charities, agencies
<b>DBS:</b>	Basic

## What's expected?

The successful candidate will help to build Scouts social media audiences to support the Skills for Life strategy, ensuring we represent our young people, influence our communities and reach new audiences.

Understand how social media is evolving, particularly how brands are using YouTube and TikTok effectively. You will interact with our communities on our social channels to increase engagement, followers and the quality of their experience. This person will be instrumental in growing and managing new social media platforms for Scouts, to support Scouts growing to benefit more young people. You'll create, edit, design, schedule and monitor social media content, in close collaboration with the Social Media Manager. The need to identify key influencers and conversations where we can engage to better showcase our work and expand our reach.

You'll collaborate with creative content and brand colleagues to make and share channel-appropriate content using words, images, audio or video. The successful candidate will need to have a complete



understanding of how both organic and paid social media works. The role also needs you to link with staff and volunteers to plan content in a joined-up way ensuring all stakeholders can contribute to and understand our plans. The social media channels that you will be working on are X (formerly Twitter), Facebook, Instagram, LinkedIn, TikTok and YouTube.

## Key accountabilities

- Generate bold, creative, share-worthy content that develops the Scout brand and reflects our values, connecting with partners and ambassadors
- Maintain a solid understanding of the changing needs of our social audiences and the channels they use
- Plan and schedule organic and paid social campaigns
- Community management: manage dialogue with Scouts social media communities by responding to and driving conversations
- Play an active role in preparing for, and responding to, issues affecting brand perception and reputation.
- Analyse ongoing results to identify trends and insights; share insights with the wider team to reflect goals
- Provide insights on how to engage and influence audiences on social, especially on platforms such as YouTube and TikTok. Look for new digital trends/topics/current affairs
- Contribute to developing, delivering and evaluating social media as part of an integrated user journey, to support the Skills for Life strategy
- Continually survey the social media landscape to spot and analyse trends, new measurement tools and opportunities to grow and to connect to audiences to help them achieve their goals
- Work collaboratively with the Creative Content Team, specifically with the Video Content Producer and Designer to deliver our TikTok and YouTube content.
- Project-manage specific projects and campaigns as directed by the Social Media Manager, managing stakeholder relationships and expectations, prioritising workload and working flexibly as required, to meet agreed deadlines.
- Undertake other duties or special projects as defined by the Social Media Manager.

## About you

This role is perfect for you if you live and breathe social media. You struggle to tear yourself away from Instagram or TikTok. You know which trends and stories to use that will resonate with audiences. You know when to respond to comments, or when to let the debate flow. You're passionate about the power of content to influence behaviours and shape perception. You'll have experience managing a brand's social media presence. You'll be data-led and comfortable using analytics to influence social media strategies and organisational direction. You'll be able to effectively manage multiple priorities at a time, working with volunteer and staff colleagues across the organisation to create and share content on time, on budget and on brief. You can form strong working relationships with a diverse range of colleagues to generate content and ideas. You're a creative thinker who puts the audience first. You enjoy problem-solving and will be excited to take ownership of content and communities. You understand the importance of maintaining a clear and consistent written, spoken and visual identity to progress Scouts' brand and values.

## Skills and abilities

- Able to work at pace
- Excellent writing skills, with a particular talent for writing succinctly and with personality.
- A strong grasp of spelling, grammar and punctuation.
- Interest and ability to film and edit video content for Reels and TikTok on a mobile phone.

- Ability to understand, interpret and interrogate content challenges and come up with appropriate responses with support from colleagues.
- Ability to manage multiple projects and deliver on tight deadlines with good attention to detail.
- Existing ability or a willingness to learn to use Adobe Creative Suite (e.g. Photoshop, Illustrator, InDesign and Premier Pro).
- Existing ability or a willingness to learn to work with a social media channel management software (e.g. SproutSocial) and Google Analytics to review and refine content.
- Ability to manage your time and prioritise your workload in a busy environment with tight deadlines.

## Knowledge, experience and qualifications

- Excellent knowledge of mainstream social media platforms including Instagram, TikTok, YouTube, X (formerly Twitter) and Facebook, an understanding of their content formats and how audiences use them.
- Digital content creation experience for social media for a brand
- Video content creation for a brand: including attending events and video shoots to get mobile and platform friendly content to engage various audiences and editing footage in a way that suits the platform
- Successful experience of using social media platforms to run paid campaigns to engage new audiences by interests/demographics
- Experience discussing customer or user needs with colleagues and stakeholders to align around the customer/user's goals.
- Experience testing content and interpreting data.
- Demonstrable experience of growing and maintaining social media communities, including reputation management

## Personal qualities

- Able to work well under pressure and deliver on tight deadlines
- Adaptive and flexible with good attention to detail, ensuring that content is on brand, to budget and to brief.
- An approachable personality who listens to stakeholders needs and can diplomatically advise on social media strategy.
- Collaborative and open to new ideas.
- Able to take on board feedback and adapt.
- Excited by the latest trends and interested in industry best practice.
- Personally reflects the Scout values of integrity, respect, care, belief and co-operation.

# How to apply

Before making an application, please make sure that you've read the [Recruitment and Selection Policy](#).

Please submit an application via the application link on [our jobs page](#) by **11:59pm on Sunday 11<sup>th</sup> August 2024**.

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 held virtually on **Thursday 22<sup>nd</sup> or Friday 23<sup>rd</sup> August 2024**.

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 [shavaughn.haack@scouts.org.uk](mailto:shavaughn.haack@scouts.org.uk) to set up a call or virtual meeting.