

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



Applicant Information Pack

Communications Support Officer



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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

'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



Scout Ambassador, Dwayne Fields, Polar Explorer & TV Presenter (second from left) with celebrity chef Levi 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?

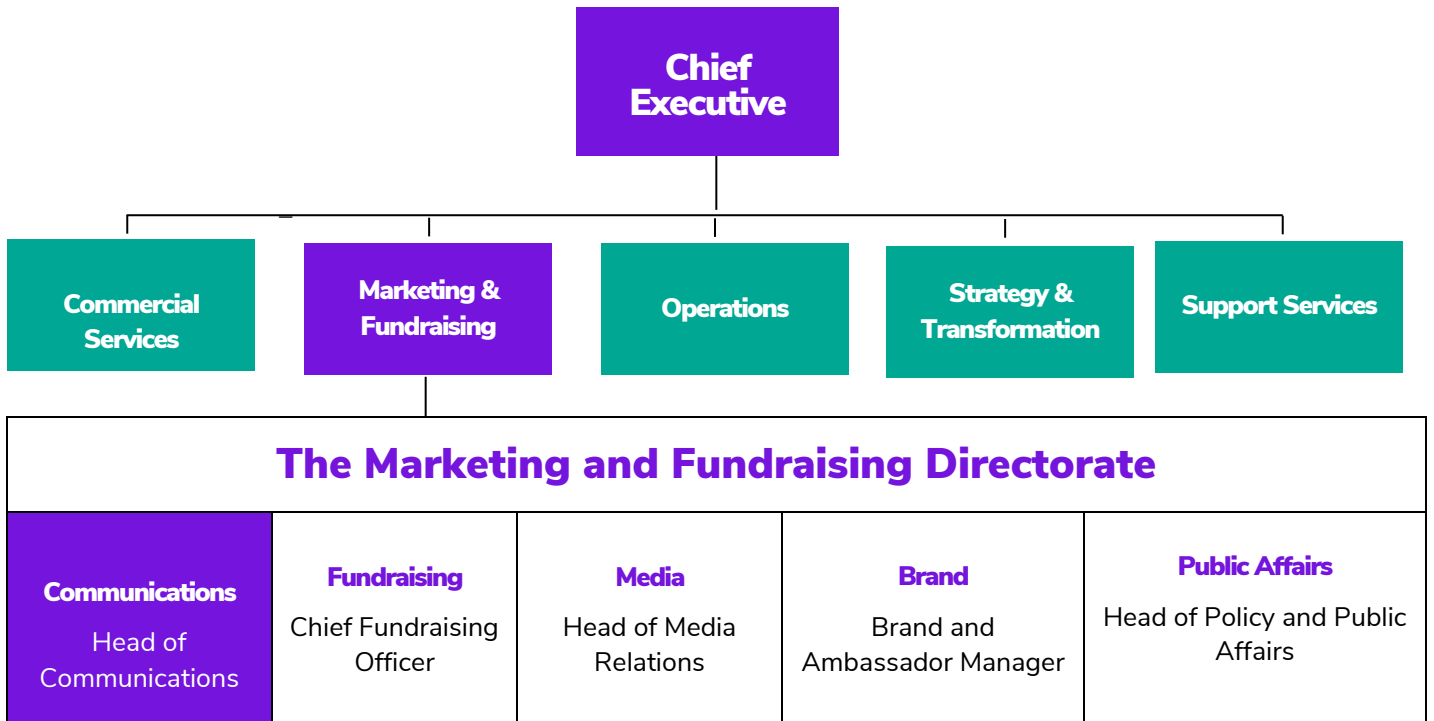
- Work in a way that suits you, your role and your department
- Be proud to say you're part of a team with [Investors in People \(Gold\)](#)
- Plenty of opportunity for learning and development
- 28 days holiday a year, plus bank holidays rising to 32 days after two years, (and we don't insist you go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

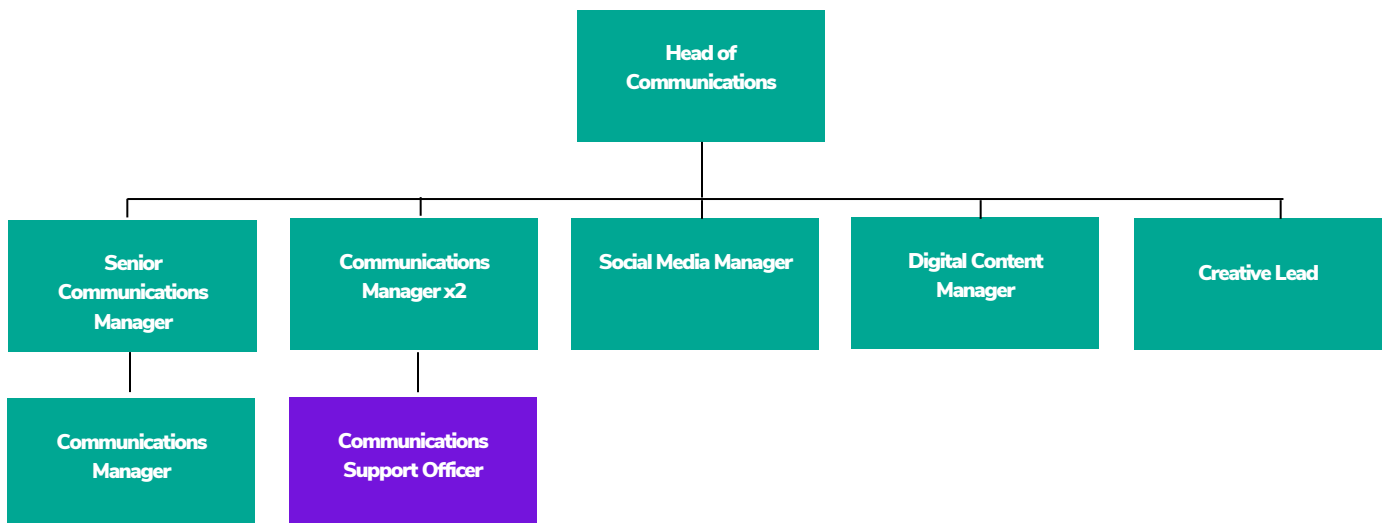
Check out our [benefits page](#)

How we're structured

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



Communications Team Structure:



We're the Communications Team.

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

Come and join our Internal Communications Team, we're a small but friendly bunch. It's an exciting time to join the Scouts as we embark on a period of Transformation, and there's lots to communicate!

You'll support our Communications Managers to make sure our communications are volunteer focused and delivered at the right time. You'll have the opportunity to grow and develop as you learn how to use our main channels including email, CMS and webinar.

You'll get to work alongside all members of the wider Marketing & Fundraising team, and the wider organisation. This is an amazing opportunity to be part of some milestone communications moments for Scouts, as the plans from our Skills for Life strategy start to become a reality. Communications will be key for taking our volunteers on that journey of understanding those changes, the benefits for them and the exciting future for Scouts.

Tom Fisher
Communications Manager



About the role

Responsible to:	Communications Manager
Department:	Marketing and Fundraising
Base Location:	Gilwell Park, Chingford, London
Role supports hybrid working:	Yes – click here for further details
Term:	Permanent
Salary:	£29,486 per annum Band D, Level 3 (inclusive of Outer London Weighting)
Hours:	35 hours per week
Line Management Responsibility:	N/A
Internal Relationships:	Marketing and Fundraising colleagues, Programme and Transformation teams and Growth and Communities team
External Relationships:	Communications platforms suppliers
DBS:	Basic

What's expected?

You'll be at the centre of maintaining an up to date and clear planner for all communications channels at Scouts, in collaboration with the Communications Managers. Focused on delivering the right messages at the right time to our UK wide network of volunteers.

Under the direction of the Communications Managers you'll help build and create email campaigns and website updates that share communications messages in a clear, timely and targeted way.

The complexity of the different interests and roles our members hold within Scouts will provide constant opportunities for how we can better target information by using the data we collect smartly.

You'll facilitate the efficient use of online meetings and webinars, helping our colleagues who are subject experts in Scouts information to deliver clear communications to members. You'll support colleagues on the best technical solutions for their communications needs.

You'll also work closely with the digital team to provide timely updates to the Scouts website to make sure members have access to new information as soon as it is ready.

Key accountabilities

- Create all membership emails. From booking in the content to be shared in each email, overseeing and curating the copy development, build the email in our email marketing system, schedule and send all emails
- Working alongside colleagues in our Programme and Partnership teams to create engaging new email content to support our volunteers with programme delivery
- Monitor email performance, tracking open rate and engagement in all email campaigns and reporting back to colleagues with learnings on how we can improve engagement and implementing those suggestions
- Manage all membership data updates between our membership system and our email system, making sure the latest data is being used for all email sends. Removing members from email systems when there are issues and exploring why members have not received communications and finding a solution
- Support in setting up and overseeing the delivery of online meetings and webinars to members. Creating the links, managing the technical running of the webinar and supporting other colleagues as they present and host meetings with members
- Updating the website with opportunities, events, webinar recordings and blogs once copy has been approved by content team and digital team
- Working with our Support Centre colleagues to understand trends of enquiries and issues with members to influence the communications agenda
- Working with social media team to understand trends of membership queries, likes and dislikes in order to influence communications agenda
- Maintaining and driving the clear upkeep of the communications planner to ensure all communications needs are booked in for the correct dates, shared on a weekly basis with senior stakeholders and tracking what is coming up to ensure content is ready in time

About you

This role is perfect for you if you are passionate about planning, delivering and measuring the impact of clear communications.

You are confident with digital channels of communications, with a keen interest in seeing how we can use digital platforms to better engage with our audiences. You'll use email marketing platforms every day, building and developing email campaigns as well being happy to dive into the CMS of a website to make updates.

You are confident in the safe handling of personal data and can work well with our data insights team to find ways to better target our communications.

You are a problem solver, who likes nothing more than being presented with a challenge or mystery to get to the bottom of. Why did this member not receive their email? Why is this web link not appearing properly in the email?

You can effectively manage multiple priorities, collaborating with colleagues from across the organisation.

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

It's also perfect if you'd like to develop. There's a wide breadth of learning and development opportunities at the Scouts and this role will give you the opportunity to learn new skills and work with many different teams.

Skills and abilities

- Proven ability to manage multiple projects and deliver on tight deadlines with good attention to detail
- Basic ability to use email marketing systems (e.g. dotdigital/dotmailer),
- Ability to work with a content management system (for example, Umbraco) and Google Analytics to review and refine content
- Ability to draft engaging copy for a wide range of different audiences
- Ability to work with and manipulate data within excel spreadsheets confidently
- Able to work collaboratively with colleagues and external providers and partners.
- Ability to understand, interpret and interrogate content challenges and co-create appropriate responses with subject experts

Knowledge, experience and qualifications

- Experience in drafting copy
- Experience in using the CMS of websites
- Good understanding of handling member data safely and formatting data to work within different email systems
- Built and sent multiple email campaigns, testing and trying out different formats, visual looks, and programming dynamic content

Values and personal qualities

- Adaptable and flexible in responding to changing priorities
- Attention to detail with the ability to check and re-check to ensure no errors
- Self learner who is able to find out how to do something using online tools or by trying something out – not afraid to get stuck in and work out how something can be done
- Patient and calm when dealing with multiple stakeholders and last minute changes
- A can-do attitude to any challenge, with the ability to provide clear rationale on why some things may not be possible or realistic to achieve

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 Smartsheet link on [our jobs page](#) by **11:59pm on Sunday 4th 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 on **Wednesday 14th 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 thomas.fisher@scouts.org.uk to set up a call or virtual meeting.