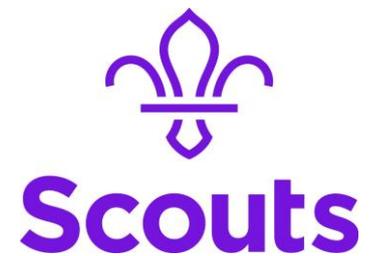




Marketing Manager (Commercial)

Applicant Information Pack



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Welcome

As Scouts, we believe in empowering young people with skills for life. We encourage our young people to do more, learn more and be more.

Each week, we give over 450,000 young people the opportunity to enjoy fun and adventure while developing the skills they need to succeed, now and in the future. We're talking about teamwork, leadership and resilience – skills that have helped Scouts become everything from teachers and social workers to astronauts and Olympians.

We believe in bringing people together. We celebrate diversity and stand against intolerance, always. We're a worldwide movement, creating stronger communities and inspiring positive futures.

Having just launched a new strategic plan: Skills For Life: Our plan to prepare better futures, this is an incredibly exciting time for Scouting in the UK. We welcome talent from all backgrounds and your contribution to help even more young people succeed in life.



Tim Kidd, UK Chief Commissioner

Matt Hyde, Chief Executive



Our values

Integrity

Respect

Care

Belief

Cooperation

Our strategic plan

By 2023 we will have prepared more young people with skills for life, supported by amazing leaders who deliver an inspiring programme. We will be growing, more inclusive, shaped by young people and making a bigger impact in our communities.

Society is changing. In often fragmented communities, the pressures and expectations on young people are increasing. The future is uncertain. Scouts has never been so important in helping young people prepare for the future, developing the skills they need to succeed in a changing world. Each week almost half a million young people enjoy fun, friendship and outdoor adventure. They develop a sense of optimism and strong values as well as the leadership and team working skills that are more valuable today than ever.

Our movement achieves remarkable things. We have continued to grow for 13 consecutive years. Our previous plan, Scouting for All, inspired new Groups and sections to start in an additional 834 areas of deprivation since 2013. We now help over 462,000 young people aged 6-18 (including 102,000 girls) get the best possible start in life. Our social action campaign, A Million Hands, has enabled over 200,000 young people to make a positive contribution in their local communities.

Now we want to go further. Skills for Life is a strategy that supports and empowers our volunteers who are the people that make Scouts a reality. It's a strategy to bring communities together and contribute towards a better society. But most of all, it's a strategy for young people. They deserve the best skills, the best support, and the best possible futures.

'I believe that Scouts

empowers young people. It gives them skills to achieve the remarkable, and opportunities to develop a deeper understanding of the rapidly changing world.'

Tim Kidd, UK Chief Commissioner

Skills for Life

Our plan to prepare better futures 2018-2023

Our vision

By 2023 we will have prepared more young people with skills for life, supported by amazing leaders who deliver an inspiring programme. We will be growing, more inclusive, shaped by young people and making a bigger impact in our communities.

Our mission

Scouting actively engages and supports young people in their personal development, empowering them to make a positive contribution to society.

Our values

We act with care, respect, integrity, cooperation, exploring our own and others' beliefs.

Our goals

We will achieve the following goals against our four objectives:

Growth

- 50k more young people
- 10k more Section Leaders
- 5k more Young Leaders

Inclusivity

- The demographic of adult volunteers reflects society
- In 500 more areas of deprivation

Youth Shaped

- 250k young people shape their Scouting each year
- 50% young people achieve top awards

Community Impact

- 250k young people making a positive impact in their local communities each year
- 50% young people achieve top awards

Our three pillars of work

To meet these objectives, we will focus on three pillars of work:

Programme

A fun, enjoyable, high quality programme consistently delivered and supported by simple (digital) tools.

People

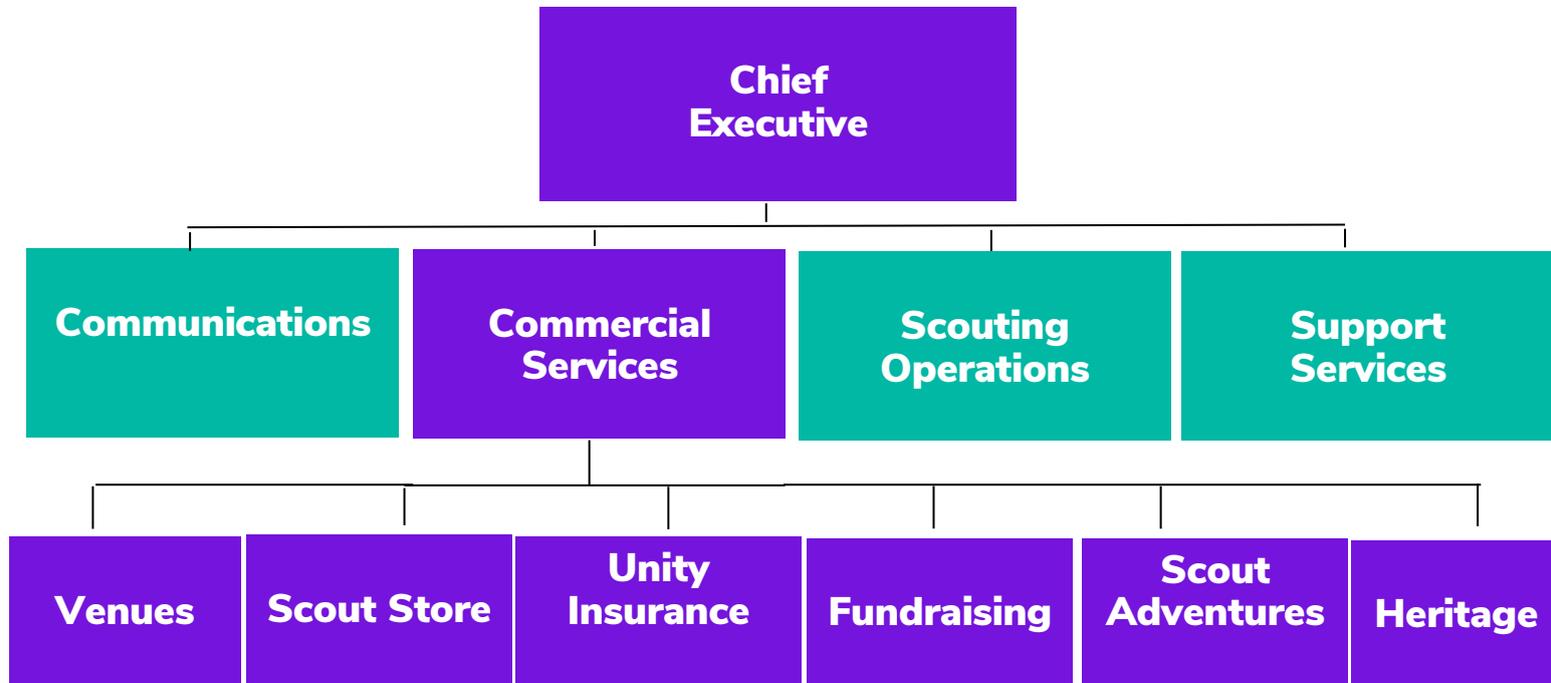
More, well trained, better supported and motivated adult volunteers, and more young people from diverse backgrounds.

Perception

Scouting is understood, more visible, trusted, respected and widely seen as playing a key role in society today.

Our Structure

The UK headquarters of the Scouts is based at Gilwell Park, Chingford, London, and is operationally divided into four directorates



Commercial Directorate

The Marketing Manager role sits across the Scout Adventures and Venues teams and may also on occasion support Unity, Scout Store, Heritage and Fundraising. It's a really exciting opportunity to deliver on the 5 year business plans for each area but also to shape new plans for the next 5 years. Working closely with the operational teams, you will support the objectives of making meaningful contributions to the wider Charity and increasing the number of young lives we change. You will have the opportunity to attend our Events, talk to our participants and encourage repeat bookings by listening to feedback. These insights are crucial to build into our future communications for all event cycles, whether it be Weddings, Conferences or Scouting Events.

Please click on the links below to our YouTube channels, which give you a flavour of what we do and help to bring the magic alive:

Scout Adventures - <https://www.youtube.com/scoutadventures>

Gilwell Park London - https://www.youtube.com/watch?time_continue=4&v=vvGJ0c82yqU

65 Queen's Gate - <https://www.youtube.com/watch?v=sdXKMTgGW0c>

The role

Responsible to:	Head of Marketing and Sales Development (Commercial)
Department:	Commercial Services
Base Location:	Gilwell Park
Term:	1 x Permanent 1 x 12 month Fixed term contract (maternity Cover)
Salary:	Band F (£34,535 per annum inclusive of OLW)
Hours:	35 hours per week
Line Management Responsibility:	1 x Administrator
Budgetary responsibility:	Support to the Head of, managing 120K budget.
Internal Relationships:	Commercial Director, Commercial Team, Senior Leadership Team members, Event Managers/Coordinators, Chief Commissioner, Trustees, volunteers and all Association staff.
External Relationships:	Suppliers, external bodies and agencies, guests/potential guests.
DBS:	Basic

Core purpose

To support the Head of Marketing and Sales Development in delivering the Commercial Marketing strategy for Scout Adventures and Event and Conference Centres specifically. A central role driving marketing campaigns for our products, Centres and Events across the UK.

To co-ordinate, deliver, analyse and develop our marketing plans encompassing a multi-faceted platform including e-communications, social media, print media and website marketing. Spotting trends, and constantly re-appraising the marketing tools we utilise to ensure we remain effective is paramount. As is delivering content with an appropriate message, tone and purpose for each of our key primary audiences (Scouts, Schools, Guides, Youth groups, agencies, corporates and individuals). A fluid role that calls for creativity, insight and good business sense.

Key tasks

Promotional Campaigns: Plan and implement promotional campaigns improving lead generation, and measure results.

E-mails: Work with the Digital team and agency to ensure templates are audited regularly to maximise traction of e-shots. Liaise with Business Development and Event Managers to craft content. Ensure results are shared across team.

Mailings: Identify, produce and commission print mailings that form part of centre and event business plans.

Market Research: Identify a schedule of Market Research for our centres and events to ensure this is intrinsically linked to our booking cycle and UX. Ensure the tools used are relevant, on trend and likely to yield the best results in terms of response levels.

Data and Trends: Provide information by collecting, analysing and summarising data and trends and monitoring campaigns progress.

Briefing: Writing marketing and promotional briefs. Briefing agencies, design studio and other departments.

Copywriting and proof reading: Check all copy before going to press – in print and online.

Marketing Collateral: Direct the Marketing team to ensure they are creating and delivering marketing material in line with marketing plans.

Events: Identify the exhibitions we should be present at across Scout Adventures and Event and Conference Centres. Book, administer and exhibit at where necessary, communicating with centre teams to ensure their expertise is present also.

Websites: Work with IT/Business Systems and freelancers to ensure our websites are mobile ready and exist on new technologies/platforms. Work with CMS to ensure content is up to date across all websites.

Social media: Work with the Digital Producer/team to ensure marketing plans are coordinated within content plans for centres and events. Work with the Digital /Social team to report on our social media channels and share across teams.

Communication: You'll be an advocate for Scout Adventures, Event and Conference Centres and all of our commercial businesses, maintaining effective internal and external communications to ensure that all relevant department functions, local businesses and partners are kept informed of our initiatives and marketing objectives.

Collaboration: You'll work closely with our Internal Communication, Editorial, Design and IT teams.

Continued Learning: Update job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks, participating in professional organisations.

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

We are looking for

The successful candidate will have demonstrable experience of working with a range of digital platforms including e-marketing tools, websites (CMS), analytics, and ad-words.

With excellent written and verbal communication skills and an eye for detail you'll be a champion for maintaining brand consistency across the businesses. With a wide and sometimes complex range of tasks to manage, you'll also have strong administration/organisational and analytical/project management skills. A natural problem solver, with great initiative and drive, you'll be enthusiastic, possess high-energy and have a strong creative outlook. Not just accepting the status quo but embedding and role modelling a test and measure culture to enhance outcomes.



Skills and Abilities

- Output focussed, ensuring approach is as important as outcome, whilst remaining enthusiastic and being prepared to demonstrate a creative flair **(A/I/P)**
- Demonstrable experience of working with digital platforms/concepts (Brand Marketing and Earned, Owned and Paid Media), creating strong marketing collateral and running campaigns with measurable and successful results **(A/I/P)**

- Experience of running Social-media campaigns to achieve organisational aims/targets

- Experience of commissioning work and working with creative and design services agencies **(A/I/P)**
- Adaptable and flexible when responding to changing priorities, with a proactive and collaborative approach, whilst ensuring that deadlines are adhered to even when under pressure **(A/I)**
- Demonstrable experience of working with a team to create a campaign on a tight budget. **(A/I)**
- Demonstrable experience of being able to negotiate both in financial terms (with contractors and suppliers) as well as in terms of internal dependencies **(A/I)**
- Demonstrable experience of leading, motivating and inspiring others **(A/I)**
- Experience of writing briefs for photoshoots and scripts for videos **(A/I)**
- Working within a GDPR framework ensuring compliance in all areas, on and offline **(A/I)**

Knowledge and Experience

Essential:

- Familiar with the use of the following packages: **(A/I)**
 - Microsoft Office
 - Dotmailer
 - CMS - Word Press, Drupal, Umbraco
 - Social media platforms and trends (Facebook, Twitter, Pinterest, Instagram)
 - Photoshop
 - Analytics

Desirable:

- Familiar with the use of the following packages: **(A/I)**
 - AdWords
 - SEO
 - Prezi
 - Publisher
 - Survey Gizmo
 - Smart sheets
- Experience of
 - Data Protection
 - Event, Hospitality and Conference industry
 - Education Sector
 - Youth Charities
 - UX and user journeys/information architecture

Experience

Essential:

- Educated to A-Level Including English and Maths **(A/C)**
-

Desirable

- University degree or equivalent skills in Marketing **(A/C)**
- Demonstrable experience working in a Marketing environment, ideally in the Hotel, Conference or outdoor markets **(A/I)**

Values and Personal Qualities

Essential:

- Effective communicator, engaging effectively with people at all levels using a range of forms, able to demonstrate where senior stakeholders have been supported and challenged where necessary to ensure an optimum outcome **(A/I)**
- Maintains up-to-date knowledge of marketing trends inclusive of digital media advances. This will include taking a pro-active approach to self-development and performance improvement **(A/I)**

Desirable:

- Culturally informed with a strong understanding of youth charities, the Education sector and the Event industry **(A/I)**
- Experience presenting to both small and larger groups **(A/I)**

Other essential criteria

- Commitment to and understanding of equality and diversity issues within a diverse and multicultural environment **(A/I)**
- Portfolio of work to be submitted during interview **(I)**
- Willingness to travel to other centres across the UK when required

Criteria tested by key:

A = Application Form C=Certification I = Interview
P= Presentation T= Test

Competency Framework

Competency Level	Team Working	Effective Communication	Customer/ Member Support	Getting things done	Leadership, Management and Self Management	Skills and Experience
3	Networks, builds and maintains relationships with a range of teams	Responds effectively when flexibility is needed	Addresses underlying needs	Meets challenging goals and seeks long term improvement	Gives direction and instruction and is a role model for effective leadership	Has an expert level of understanding/experience of the technical competency and is able to apply and develop it. Guides others

Benefits

- **Holiday Entitlement:** 25 days per year plus bank holidays. This increases after two years' service to 28 days and after five years to 32 days.
- **Additional Holidays:** We operate an office closure during the Christmas and New Year holiday period that provides up to an additional 3 days of extra leave.
- **London Weighting:** In addition to a competitive salary we also provide London weighting to staff if located inner/outer London.

Looking after your health and wellbeing

Simply Health Scheme

You will have access to a medical scheme to help you with the cost of your everyday healthcare fully funded by the Association such as optical, dental and many more. You will also get access to the Gym discount, family days out discount and online health risk assessment.

Sickness absence

We pay sickness above the statutory minimum requirement.

(Above benefits apply to employees upon completion of three months in their role unless otherwise stated)

Food and drink

Subsidised lunch is provided to all employees when they are working at Gilwell Park between Monday and Friday and free beverages are available at all sites.

Looking after your future

Generous Pension Scheme

We are committed to providing our staff with a best work place pension scheme that is highly competitive in the third sector. For all employees, the Association has a Group Personal Pension Plan with the Scottish Widows..

This plan allows employees to contribute a minimum of 2% of their gross salary up to the maximum allowed within HMRC limits. The Association will contribute twice your contribution, up to a maximum of 10% of gross salary. Employees can benefit further by saving your own and the TSA National Insurance contribution that is paid into your pension pot.

Life Assurance

All employees are covered by a scheme which pays four times the basic salary in the event of death in service.

Getting to and from work

Car parking

All sites offer free car parking to employees.

Minibus Service (Gilwell Park)

A minibus service is provided which collects colleagues at 08:20, 08:35, 08:50 from Chingford Station. This service also drops colleagues off to the same location at 16:30, 16:45, 17:00 and 17:15.

Cycle to Work scheme

This scheme is a form of salary sacrifice which enables employees to purchase a bicycle through the Government's Cycle to Work Scheme and can save you up to 42% on the retail value (depending on the employees tax bracket).

We are proud to be a family friendly employer

Personal Days

Up to four personal days paid leave a year.

Maternity/Paternity Leave

We pay maternity leave above the statutory minimum requirement.

Childcare Vouchers

This scheme is a form of salary sacrifice, enabling employees to purchase childcare vouchers.

Start and finish time

Employees can apply for some flexibility on their start and finish times of work.

Making your money go that little bit further

Scout Store purchases

Employees can make purchases from Scout Store with a discount of 25% on certain items, excluding uniforms.

Online Benefits Portal

Our online benefits portal allows you to tailor make your own benefits package.

Developing yourself and others

Study and volunteer leave

Special leave includes paid leave for volunteering and study leave

How to apply

Before making an application please ensure that you have read the Recruitment and Selection policy: <https://scouts.org.uk/media/1009429/Recruitment-and-Selection-Policy.pdf>

Please submit an application via the Smartsheet link on our jobs page www.scouts.org.uk/vacancies.

In order for us to monitor the application of our Equal Opportunities policy <https://scouts.org.uk/about-us/key-policies/equal-opportunities-policy/>, we would be grateful if you would also complete the Recruitment Monitoring Form on the jobs page.

If you are unable to use Smartsheet, please post your application to:

Human Resources, The Scout Association, Gilwell Park, Chingford, London E4 7QW

The closing date for applications is **9am on Thursday 21 February 2019**.

The interviews will be held on **Wednesday 27 February 2019**.

If you would to discuss the role in more detail, please contact the Recruitment Team on **0208 433 7223**

