

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



Applicant Information Pack

Junior Creative Content Producer (Design)



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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



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, 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?

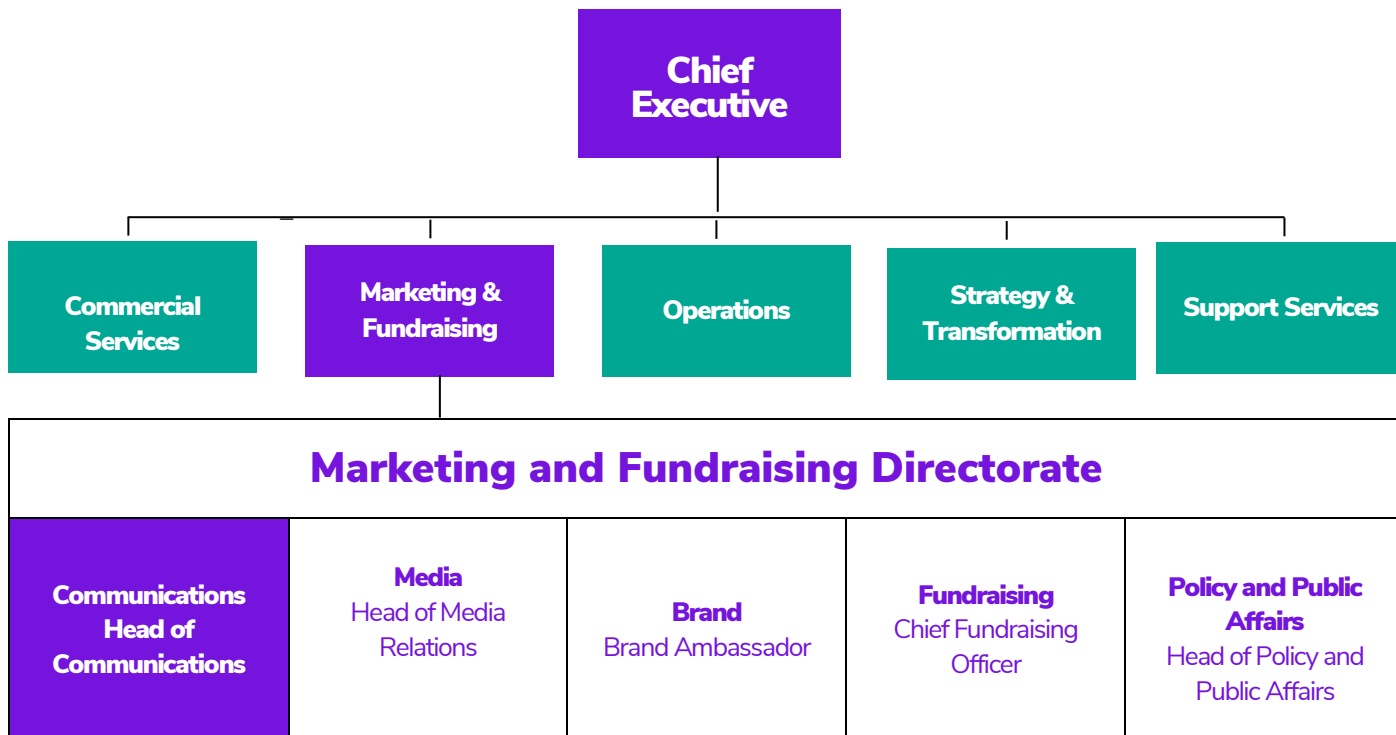
- Work in a way that suits you, your role and your department
- Be proud to say you're part of a team with [Investors in People \(Gold\)](#)
- Plenty of opportunity for learning and development
- 28 days holiday a year, plus bank holidays rising to 32 days after two years, (and we don't insist you go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

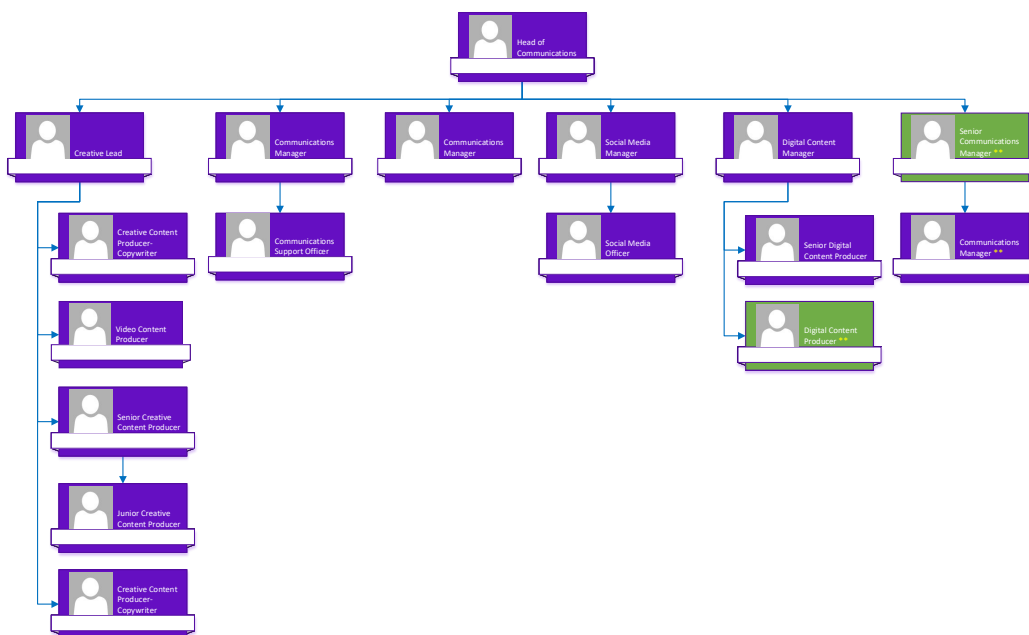
Check out our [benefits page](#)

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 Creative Team.

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

The Creative Team is recognised for its collaborative and welcoming culture, where everyone is encouraged to contribute ideas and work together toward shared objectives. Our team is built on openness to innovation and a commitment to continuous growth, making it a fantastic environment for those who are passionate about making an impact.

Currently, we are working on some exciting projects, such as Summit25 branding, Summit25 is our national Scout conference where we welcome volunteers from across the UK to reflect on what we've achieved through our Skills for Life strategy, and now refocus and renew as we shape our next strategy, which will start in 2026.

This is an especially thrilling time to join us, as these projects offer abundant opportunities for learning, creative expression, and genuine contribution. With each new challenge, team members can hone their skills, think outside the box, and make a meaningful difference.

If you're ready for your next challenge and are looking to work with a group of talented, passionate, and fun individuals, this is the place for you. Our team is dedicated to creating brighter futures for young people of all ages and backgrounds, and we are eager to welcome someone who shares our commitment and drive.

Leona Smith
Senior Creative Content Producer



About the role

Responsible to:	Senior Creative Content Producer
Department:	Communications
Base Location:	Gilwell Park, Chingford, London (with hybrid working at least one day in the office at Gilwell Park)
Role supports hybrid working:	Yes – click here for further details
Term:	Permanent
Salary:	£27,445 per annum – Band C, Level 3 (Inclusive of outer London weighting)
Hours:	35 hours per week
Line Management Responsibility:	None
Internal Relationships:	Communications and Marketing colleagues, Programme and transformation teams, Commercial team
External Relationships:	Creative content service providers, partners, charities, agencies, freelancers
DBS:	Basic

What's expected?

You'll create innovative digital content that supports our Skills for Life strategy: making Scouts more youth-shaped and inclusive, growing our membership and positively impacting communities.

Under the direction of the Senior Creative Content Producer, you'll design content ranging from social media posts to impactful campaign designs and Scouts badges.

You'll work with colleagues on communications and marketing content for digital channels, such as social media and the Scouts website. You'll play a key role in the creative content process, brainstorming and contributing to content using words, images, audio and video, with a particular focus on design.

You'll also play an important creative role in project teams to deliver digital and print content that's on-brand and helps the audience achieve their goals. This includes conceptualisation, presentation, commissioning, training colleagues on best practice and delivering to deadlines.

The person

This role is perfect for you if you're passionate about the power of content and social media to influence behaviours and shape brand perception.

You're a creative thinker who puts the audience first. You enjoy problem-solving and will be excited to take ownership of content to make sure we get the desired response from our audience.

You can effectively manage multiple priorities, collaborating with colleagues from across the organisation as well as external agencies and freelancers to tight deadlines.

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

Key accountabilities

- Provide in-house creative design services (print and digital) to create audience-led content, interpreting briefs, developing and iterating concepts adapted to digital and print contexts.
- Create and own always-on social media content, including conceptualisation, design, blog and caption writing.
- Manage specific content projects and campaigns as directed by the Senior Creative Content Producer, managing stakeholder relationships and expectations, prioritising workload and working flexibly as required to meet agreed deadlines.
- As a member of the communications and marketing team, suggest creative solutions and put forward own ideas for engaging and innovative content or other improvements.
- Contribute to the progression of the brand, representing the full spectrum of communications and marketing needs on strategic projects.
- Make sure the content created is consistent and compelling, and helps users achieve their goals while aligning with the brand and style guidelines, and meeting accessibility and SEO needs.

About you

Skills and abilities

- Strong creative and conceptual skills with the ability to convert brand identity into a visual output.
- Work closely with stakeholders to produce creative assets that align with our brand strategy and marketing goals.
- Manage multiple projects and prioritise your workload with good attention to detail.
- Experience discussing customer or user needs with colleagues and stakeholders to help teams align around the customer/user's goals.
- Proficiency with Adobe Creative Suite (Photoshop, Illustrator and InDesign).

Knowledge, experience and qualifications

- Must be able to show a portfolio of print and digital work with links to examples in their application.
- A relevant qualification, or equivalent experience working with, typography, colour, and layout.
- Knowledge of mainstream social media platforms including Instagram, Facebook, Twitter, LinkedIn, TikTok and YouTube.
- Some experience in animation and video editing software is a plus (Adobe After Effects and Premiere Pro). Occasionally, you'll need to subtitle short form videos for social media and web.
- Some experience in photography and lighting (or a willingness to learn)

Personal qualities

- Collaborative and open to new ideas.
- Able to take feedback on board and adapt.
- Excited by the latest trends and interested in industry best practices.
- Adaptable and flexible in response to changing priorities.
- Able to communicate and work well with others.
- Personally reflects our 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 apply via our jobs page by **Monday 25th November 2024 at 23:59**.

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 Microsoft Teams on Monday 9 December and Tuesday 10 December.](#)

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.

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We invest in people Gold