

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



# **Applicant Information Pack Head of Data and Insights**



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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.

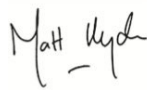
Right across the UK, we're helping young people gain skills for life and find their place in the world. We help them speak up, play their part and shine bright. Scouts is the place to be yourself and find yourself.

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 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?

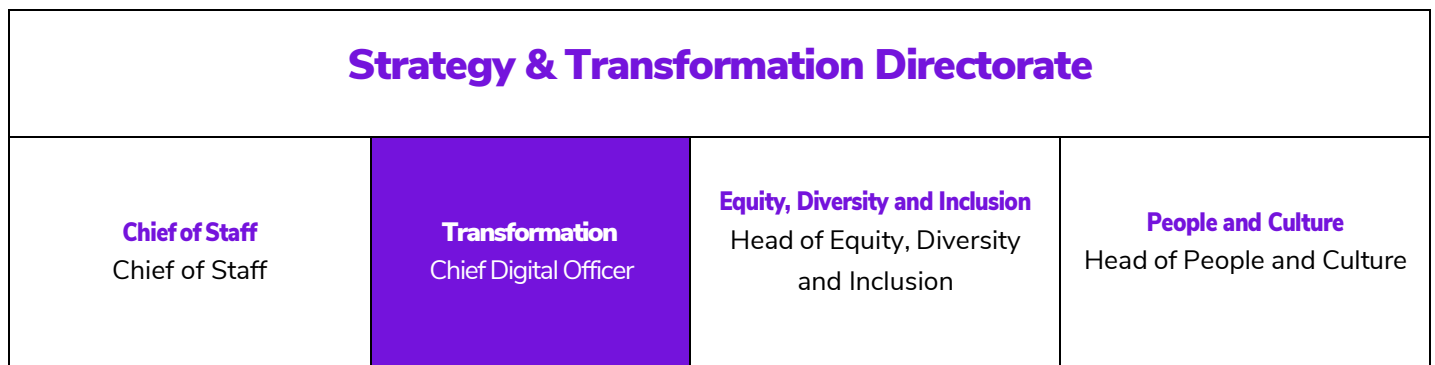
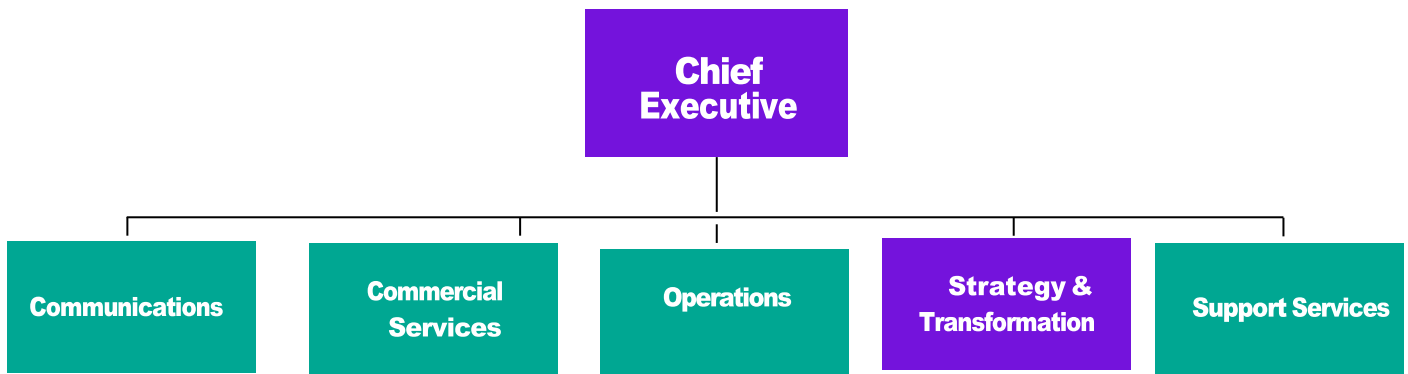
- Work in a way that suits you, your role and your department
- Be proud to say you're part of a team with [Investors in People \(Gold\)](#)
- Plenty of opportunity for learning and development
- 28 days holiday a year, plus bank holidays rising to 32 days after two years (and we don't insist you go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

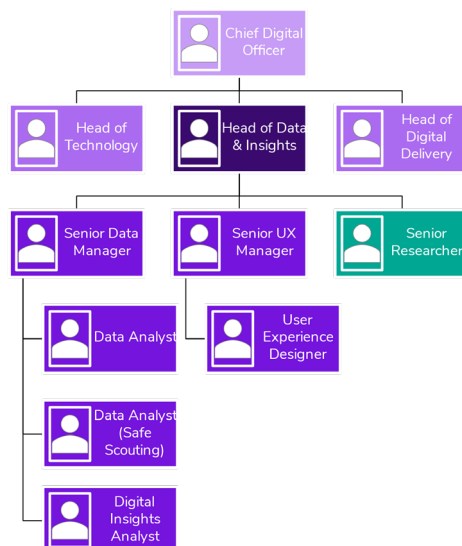
Check out our [benefits page](#)

# How we're structured

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



## The Team structure (Data and Insights as part of Transformation)





# We're the Transformation Team.

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

The Head of Data & Insights role is a vital role to help us deliver our organisation's Skills for Life Strategy, and to help us bring about digital transformation across The Scouts. We'd love to hear from you!

The Scouts are in the middle of an exciting Digital Transformation. By 2025, our digital strategy will make volunteering for Scouts **easier**. It'll help volunteers carry out their roles in a more **enjoyable** way, allowing them to focus on the things that matter most, from delivering great programmes to running groups and supporting others. All this will **empower** our volunteers and staff from every background to create more opportunities for more young people to gain skills for life, helping deliver our strategy. We'll embed our digital principles into everything we do.

The Head of Data and Insights will help us to transform Scouts' relationship with data and insights and drive change. You don't need to be an expert in everything but we're looking for an energetic leader who can build relationships and bring strategic oversight to our data management, analysis, insights and research activity. You will have oversight over the full data management and insights cycle, producing sophisticated and impactful information to influence policy, strategy and business plans.

As the Head of Data & Insights, you will not only lead a multi-discipline team, but take a lead in delivering on the roadmap and interact with various stakeholders such as Volunteers, Board Members and the leadership team.

This role will focus on delivering our roadmap and priorities for the coming year, ensuring that we have the right resources and capability to deliver. You will also help to feed into our strategic thinking as we develop our next strategy and new work programmes, and to consider what role data and insights will play in our organisation in future.

We look forward to hearing your fresh ideas and to help us deliver on our plans.

We're really proud of what our team have already achieved but we've got a lot more to do. We are a team who are confident in our areas of expertise but also open to learning, creative in practice, and always caring and supportive in our approach. Find out more about the Transformation team: [<https://www.scouts.org.uk/about-us/our-people/digital-transformation-programme-team/>]

**Lara Burns**  
Chief Digital Officer



# About the role

<b>Responsible to:</b>	Chief Digital Officer
<b>Department:</b>	Digital Transformation
<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>	Full time, permanent
<b>Salary:</b>	£84,000 per annum
<b>Hours:</b>	35 hours per week
<b>Line Management Responsibility:</b>	Senior UX Manager (+1 indirect) Senior Researcher Senior Data Manager (+ 3 indirect)
<b>Internal Relationships:</b>	Board of Trustees; Senior volunteers including the UK Volunteer Leadership Team, Staff Executive Leadership Team; Heads of Departments and colleagues across the Scouts including those in Devolved Nations
<b>External Relationships:</b>	Equivalent senior staff in organisations from the wider voluntary/third sector and technology sector; suppliers and contractors for services
<b>DBS:</b>	Basic

## What's expected?

The Head of Data and Insights is a unique opportunity to transform Scouts' relationship with data and insights and to further develop the respected profile of data management and insights practice across the organisation.

The role will lead the strategic direction for data, UX and insights at the Scouts and oversee the delivery of key projects in which these disciplines are involved. As part of our wider digital transformation work, the Head of Data and Insights will help drive the transformation to a evidence-driven culture, working closely with colleagues across the organisation.

As the Head of Data & Insights, you are a capable and experienced professional who is comfortable working in complex environments, across a variety of projects and activities simultaneously. You will be someone who firmly believes in the importance of organisational change driven by insights and evidence. You are skilled at

generating enthusiasm to make change happen and championing the role of data and insights in our work. You're expert at communicating complexity in simple ways and in building rapport with key stakeholders in order to help progress your work.

You will oversee the team to deliver the Data & insights roadmap, agreeing priorities and resources with stakeholders as required. You will oversee delivery of new platforms and processes as required to meet objectives, whilst considering costs and practical challenges. You will continue to improve all aspects of service delivery and internal efficiency. This role will help us to secure robust evidence on our impact with young people which will provide essential insights to help us further develop our strategy and practice.

This is a rare chance to bring your skills, experience, and passion for high quality data and insights services to a growing and prestigious organisation that serves half a million young people and volunteers. The digital transformation you help to deliver will support nearly half a million young people every week as they gain skills for life through Scouts.

## Key accountabilities

- Lead the implementation of the overall data and insights vision and strategy, gaining buy-in, support and investment to evolve our culture and embed a more evidence-centric mindset.
- Lead delivery of the data and insights roadmap, ensuring appropriate management of resources to meet priorities as agreed with key stakeholders.
- Provide expertise and oversight in the design of new processes, systems, and approaches
- Champion and implement the use of tools or services which help to drive behavioural change to become more evidence-centric.
- Identify and address gaps in data and insights understanding and capability across the organisation.
- Lead and develop a diverse team of data and insights specialists.
- Oversee best-practice in how we secure robust evidence on our impact on young people, including design and oversight of appropriate research activities.
- Drive and oversee provision of master data management and data platform initiatives.
- Provide assurance for the organisation's Information Governance and Research and Insights procedures.
- Work with the leadership team, senior volunteers and stakeholders to evolve the culture to become more data-led, evidence-based, including presenting to boards, committees, and wider Scouts meetings where required.
- Actively contribute to the overall management of the Transformation team and the delivery of our Digital Transformation Strategy.
- Establish and lead matrix teams, groups, and committees where appropriate.
- Other duties as reasonably requested by the Chief Digital Officer, including deputising if required.



# About you

## Skills and abilities

- Demonstrable ability to design, lead and implement successful data and insights initiatives and complex change within a multi-stakeholder environment
- An effective leader, coach, and mentor, with a record of building, inspiring, and empowering high performing teams across a range of data /insights specialisms
- The ability to influence, engage and negotiate with multiple stakeholders with a high level of interpersonal, advocacy, and communication skills
- Proven ability to translate data and information into actionable insights tailored for stakeholder interests, and to design appropriate data research, collection and visualisation mechanisms
- Open, confident, and collegiate, able to both challenge and to receive challenge and feedback constructively
- Ability to build strategic collaborative relationships and partnerships across areas of responsibility
- Ability to take a pragmatic, evidence-based approach to ensure appropriate decisions are taken

## Knowledge, experience and qualifications

- A track record of success in delivering outcomes and beneficial change through data and insights
- A track record of success in the effective management and development of staff
- Experience of driving cultural change across an organisation
- Experience of developing and implementing data and insights strategies and related programmes of change
- Robust understanding of data security concerns and data protection legislation
- Experience working in collaborative Agile teams to deliver outcomes of value
- Experience within a membership organisation or managing volunteer data (beneficial)

## Personal qualities

- Show a passion for creating solutions with outcomes that meet our users' needs
- Maintain knowledge and a proactive approach to self-development and performance improvement
- Show flexibility, resilience, and willingness to learn at all times
- Ability to create enthusiasm and drive momentum in others
- Ability to balance strategic needs with the need to get things done

- Emotional maturity and awareness to be able to flex your communication style and listening skills to adapt to your audience and to enable you to build strong relationships
- Recognise the importance of a personable and professional approach
- Show an understanding and commitment to promote equal opportunities, safeguarding and diversity
- Committed to supporting young people to be their best through the work of the Scouts
- Personally reflect 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 applicationlink on [our jobs page](#) 11:59 pm on Tuesday 10 September 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: [First Stage Interviews: w/c 16 September 2024](#)

[Second Stage Interview: w/c 23 September 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 [recruitment@scouts.org.uk](mailto:recruitment@scouts.org.uk) to set up a call or virtual meeting.

