



Applicant Information Pack

Customer Experience Manager (Scout Adventures)

Permanent Contract



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Welcome

We're Scouts and everyone's welcome here. All genders, races and backgrounds. Every week we give almost half a million people aged 6-25 the skills they need for school, college, university, the job interview, the important speech, the tricky challenge and the big dreams: the skills they need for life.

At a time when communities are becoming more divided, we bring people together. We encourage our young people to do more, learn more and be more. We're a worldwide movement, creating stronger communities and inspiring positive futures. We welcome talent from all backgrounds and your contribution to help even more young people succeed in life.



Carl Hankinson, UK Chief Commissioner

Matt Hyde, Chief Executive



“As a young boy, Scouting gave me a confidence and camaraderie that is hard to find in modern life. Kids in the UK need a sense of belonging and community more than ever. I’m proud to be the Chief Scout in the world’s greatest youth movement. It is the biggest privilege I have ever had – more than [serving in] the SAS or [climbing] Everest.”

Bear Grylls, Chief Scout



Our values

Integrity

We say what we mean and when we make a promise, we keep it.

Respect

We listen to others, explore our differences and work to find common ground.

Care

Scouts are friends to all and think of others before themselves.

Belief

We believe passionately in improving the lives and life chances of young people and helping them explore and develop their beliefs and attitudes.

Cooperation

Scouting is about teamwork. We believe that when we work together we achieve more than we can on our own.

Our key policies

All members follow our key policies. The policies cover:

- Child Protection
- Religion
- Equal Opportunities
- Safety

These policies are fully explained on our website at <http://scouts.org.uk/about-us/key-policies/>

Did you know?

- 9 out of 10 parents think their children would benefit from learning skills for life
- 83% of parents think Scouts helps young people develop skills for life
- 9 out of 10 UK adults think Scouts develop empathy
- 9 out of 10 UK adults think Scouts develop active listening skills 11 of the 12 people to walk on the moon were Scouts.
- Scouts have stood on the summit of Everest and at the South Pole.
- Scouts are public spirited – all our leaders are volunteers and nearly half (47%) volunteer outside of Scouts too.
- Over 160,000 adult volunteers in Scouting learn new skills, make new friends and make a positive impact in their communities.
- We offer over 200 activities from abseiling and coding to drama and water-zorbing.
- Over a quarter of UK Scouting's membership is female.

We're Scouts and everyone's welcome here. All genders, races and backgrounds. Every week we give almost half a million people aged 6-25 the skills they need for school, college, university, the job interview, the important speech, the tricky challenge and the big dreams: the skills they need for life.

At a time when communities are becoming more divided, we bring people together. When many young people are struggling to find purpose and belonging, Scouts helps them develop skills, confidence and a sense of hope. We inspire positive futures and help young people find their place in the world by developing the character, employability and practical skills they need to succeed.





Our strategic plan

Skills for Life

Our plan to deliver better futures

Our vision

By 2025 we will have prepared more young people with skills for life, supported by amazing leaders delivering 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

Our plan is to build on the success of the previous plan: to continue to grow, become more inclusive, to be shaped by young people and to make a bigger impact in our communities. We have set new goals for 2025.

Growth	Inclusivity	Youth Shaped	Community Impact
<ul style="list-style-type: none"> 50,000 more young people aged 6-18 in Scouts 10,000 more frontline adult volunteers (Section Leaders and Assistant Section Leaders) 5,000 more Young Leaders 	<ul style="list-style-type: none"> we will have started Scouts in 500 more areas of deprivation reaching young people who could benefit the most our adult volunteers will reflect the demographics of our society 	<ul style="list-style-type: none"> 250,000 young people will be shaping their experiences at Scouts 50% of young people will be achieving the top awards 	<ul style="list-style-type: none"> at least 250,000 young people will be making a positive impact in their community each year 50% of young people will be achieving the top awards

Our programmes of work

Due to the impact of COVID-19, our Skills for Life strategy has been extended until 2025. The programmes of work that'll help us to achieve this strategy have been revised to: People, Programme, Perception, Digital and Early Years.

We're involving people on the ground every step of the way in the updated strategy, to make sure anything new works for the majority and genuinely make things better, easier and more fun.

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 young people, from diverse backgrounds.

Perception

Scouts is clearly understood, more visible, trusted, respected, and widely seen as playing a key role in today's society.

Digital

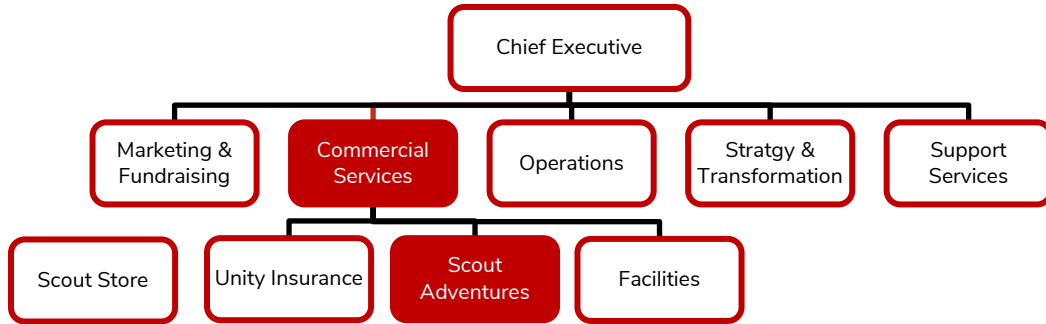
Embedding our digital principles and transforming the Scouts experience with better digital tools.

Early years

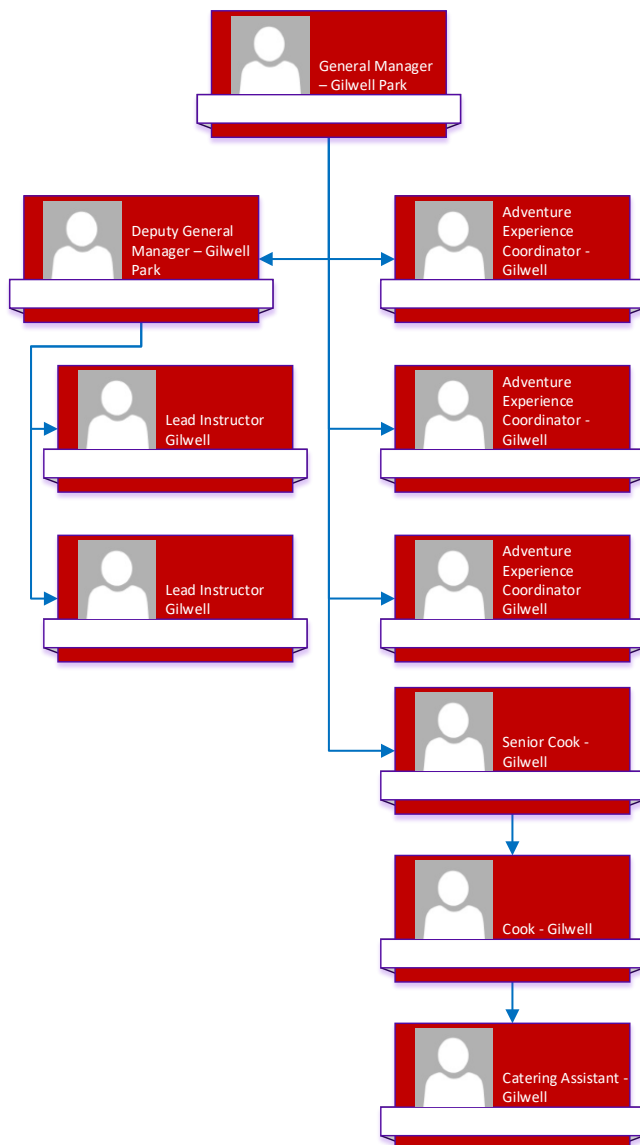
Provide more young people with skills for life through a new section for four and five year olds.

Our Structure

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



Reporting Team Structure



Job Description – Customer Experience Manager

Responsible to:	General Manager –Gilwell Park
Department:	Scout Adventures
Base Location:	Gilwell Park, with option to live-in
Term:	Permanent
Salary:	£31,716 per annum, Band E, Level 3
Hours:	40 hours per week – including some evenings and weekends with travel to other Scout Adventures Centres
DBS:	Enhanced
Budgetary Responsibility:	Reporting to the General Manager on booking levels against sales targets, and working within given budgets for office supplies and events
Line Management:	Adventure Experience Coordinators

Core Purpose

Gilwell Park is widely recognised as the Scout Association's flagship centre for outdoor learning and adventure, and we are on a mission to deliver unrivalled 'Gold Standard' adventures that inspire a generation. With the development of a new £1m Welcome Centre for 2025, this exciting new role has been designed to lead on the implementation of customer-focused strategies that evolve the customer experience and drive customer satisfaction & loyalty.

As Customer Experience Manager, you will be the Centre champion of our 'Think FRESH!' customer journey framework (Fun Relevant Effective Simple Helpful) and oversee and improve all aspects of our onsite customer journey. You will drive retention & support income generation through the delivery of fun, innovative events, and the implementation of service standards that exceed customer expectations. You will be a passionate individual that possesses strong leadership skills to line manage a diverse team and nurture young talent. You will need a proven ability to drive positive change and inspire both staff and volunteers to deliver unforgettable experiences for young people within a complex and historic environment.

You will be digitally proficient in the use of customer support systems to operationally deliver on expectations, monitor customer interactions and booking trends, and gather insight to identify areas for improvement. You will collaborate with other teams across Scout Adventures, sharing knowledge and resources to enhance service delivery across the network. This includes the provision of ongoing training and simple, effective processes to follow.

This role provides an amazing opportunity for a customer experience expert and service champion to deliver on KPIs, contribute to our overall strategy and be responsible for actioning key themes around the overall customer journey. As a subject matter expert, you will have considerable influence across our operation, and you will be the lead advocator of exceptional customer experiences in an iconic destination that makes a profound impact on the lives of countless young people.

As part of The Scout Association, we are committed to delivering value to our members and supporting our charitable objectives. We are therefore looking for consistent, high-quality interactions at every stage of the process and a guarantee of growth in customer retention, loyalty, and advocacy. From pre-booking to re-booking, your role will be to ensure we deliver a fun, engaging and memorable customer journey for all visiting

groups and maximise the number of young people who take part in adventures at Gilwell Park.

Key Accountabilities

Customer service

- In partnership with the General Manager and the wider Scout Adventures leadership team, lead the way to support the customer experience journey at Gilwell Park, ensuring that every visitor has a memorable experience and is engaged in the rich story of Gilwell.
- Review and implement customer service standards to ensure consistent standards of service delivery are met for improved customer relations.
- Provide clear direction and leadership to our onsite customer delivery teams.
- Be the owner for the whole welcome experience, customer journey, customer service and booking management.
- Facilitate the usage strategy for Gilwell Park, by ensuring resources are used effectively to significantly increase usage by young people, primarily our members and identify areas for development.
- Drive a culture of feedback across the whole visitor experience, using this information to inform future business development and growth.
- Analyse customer feedback and celebrate success. Share best practice or provide support in the successful resolution of complaints. Identify trends in customer concerns and make recommendations for improvement to ensure positive outcomes.
- Provide on call duty management support as required, ensuring that our users feel safe and always supported.

Leadership and Collobaration

- Line manage and lead key members of our booking, administration and events team, ensuring they have the tools and support that they need to complete their job effectively.
- Contribute to a positive and supportive team culture, nurturing the talents of our people and facilitating their performance and growth.
- Collaborate and work closely with the General Manager, wider scout adventure team, internal and external stake holders to achieve our useage and income growth targets.
- Collaborate with the other scout adventure's locations to optimise our efficiency, share resources and knowledge to improve our customer experience.
- Monitor and measure KPIs related to customer satisfaction, retention, and growth, providing insight to senior management and stakeholders.

Experience

- Prior experience operating as a manager in a customer experience focussed environment.
- Experience and knowledge of residential hospitality, group travel, food & beverage operations or a related hospitality industry.
- Proficient in using customer experience tools such as CRM platforms and data analysis software.
- Prior experience and good knowledge of operational financial process with the ability to create reports to various internal and external stakeholders.
- Prior experience of line management in customer facing roles.

- Experience of delivering excellent customer service to a diverse customer base.
- Experience of customer communication and engagement methods, including social media platforms.

Skills, abilities, and knowledge

- Excellent communication and interpersonal skills, with an ability to influence and negotiate with a wide range of audiences, both internal and external
- Excellent customer service skills and awareness of customer expectations to ensure the customer is at the centre of decision-making.
- Ability to lead complex teams to deliver challenging targets in a fast-paced customer focussed environment.
- Skilled collaborator and manager, with the ability to prioritise and use the skills of those around you to deliver project aims and objectives.
- Comfortable in the use of computer systems including Microsoft Office, SharePoint, and experience of using cloud-based systems.
- Ability to work logically in a measured and structured manner – and supporting others to do the same by providing clear leadership.
- An understanding of, or experience in, the outdoor sector is not an entry requirement, but you will be willing to learn.

Values and personal qualities

- Committed to living and working within the Scouts values.
- Comfortable managing your own workload, time, and logistics.
- A great role model to others, with a passion for excellent customer service.
- Ability to create passion and drive momentum in others.
- Comfortable spending a large amount of time communicating with others.

Other essential criteria

- Commitment to and understanding of equality and diversity issues within a diverse and multicultural environment.
- We work on a 7-day week therefore you will need to be available to work evenings and weekends.
- Willing to travel to other UK Scout Adventure locations as required.

Benefits

We've got some great benefits

Holiday Entitlement: On top of your generous 25 days annual leave we give you up to three extra days off between Christmas and New Year. And that's not all, holiday goes up to 28 days after 2 years' service and 32 days after 5 years' service (pro rata for part time staff)

Looking after your health and well-being

Simply Health scheme: Optical, dental and many more appointments covered, as well as great gym and family days out discounts.

Sickness absence: Once you're three months in, we have generous sickness pay, above the statutory.

Looking after your future

Pension Scheme: We look after your future. You will have been automatically enrolled into The Scout Association's Group Personal Pension Plan, contributing 3% of your qualifying earnings. The Scouts will contribute double at 6% of your qualifying earnings on auto enrolment. You can increase your contribution at any point and we will double your contribution up to a maximum of 10% of your gross salary.

Looking after your family: Your loved ones will receive four times the basic salary if you pass away while employed by us.

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.

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

Remote Working: We allow the flexibility to work from home. Days to be agreed with Line Manager.

Making your money go that little bit further

Scout Store purchases: You can buy Scout Store merchandise with a discount of 25% on certain items.

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://www.scouts.org.uk/about-us/policy/recruitment-selection-policy/>

You can read more about working at Scouts here: <https://scouts.org.uk/about-us/jobs/working-at-the-scouts/>

You can read more about working at Scouts Adventures here: <https://www.scoutadventures.org.uk/>

We would be grateful if you would also complete the Recruitment Monitoring questions on the Application Form. Our Equal Opportunities policy can be found here: <https://www.scouts.org.uk/por/2-key-policies/equal-opportunities-policy/>

The closing date for applications is 23:59pm on Sunday 14th July 2024

Telephone Interview: Friday 19th July 2024

Interview are expected to be held in person at Gilwell Park on Friday 26th July 2024

If you would to discuss the role in more detail, please contact Luke.Gaskill@scouts.org.uk

