



APPLICANT INFORMATION PACK

Communications Manager

Normally based at Phasels Wood Activity Centre



ABOUT US

Scouting in Hertfordshire began formally in 1908, with 16 Districts, after Percy Everett met with Lord Baden-Powell at a dinner party and was encouraged to form a Scouting structure in the County. Hertfordshire now covers 18 Districts, split into over 180 Groups.

With such a big emphasis on adventure and outdoors in Scouting, Hertfordshire offers four Activity Centres within the County for day visits, camping and adventure needs. We also offer one centre in Scotland for trips further afield.

The four sites in Hertfordshire are:

Phasels Wood Activity Centre, based in Kings Langley. This site has been a Scout Activity Centre and Camp site for over 85 years and covers an area of 95 acres in rural Hertfordshire: 30 acres of woodland, 30 acres of rolling meadowland and a large 30 acre field. The site offers a choice of camping and indoor accommodation, as well as plenty of activity options for groups of all sizes.

Tolmers Activity Centre, based in Cuffley. This site has 70 acres of camping fields offering activities for small or large groups and can be combined with camping trips or indoor residential stays.

Well End Activity Centre, based in Borehamwood. With 5 acres of meadow, four acres of enclosed woodland and a range of activities. There are a range of camping, indoor and meeting spaces on offer.

Harmer Green Activity Centre, based in Welwyn. Offering 44 acres of woodland, this site is available to book by Hertfordshire Groups for daytime and evening visits to support the delivery of the Scouting programme. Access to the site is on foot only at the moment.

The fifth site in Scotland is:

Lochearnhead Activity Centre, based in Sterling. The site consists of a converted railway station and is currently undergoing a major refurbishment to extend and improve our offering of indoor spaces for dining and sleeping in addition to our outdoor space for camping. The site is perfectly located in the Loch Lomond and Trussocks National Park where plenty of outdoor activities are available.

Hertfordshire Scouts offer a wide range of activities to our customers including: Abseiling, Aeroball, Archery, Climbing Wall, Crate Stacking, Cresta Run, High Ropes, Ice Climbing, Kayaking, Orienteering, Pedal Karts, Rifle Shooting, Revolving Climbing Wall and Traverse Wall, Underground Tunnel System and Zip Wire. We also run mobile activity equipment for offsite events, as well as providing private parties and catering for centre visitors.

Further details of the Centres and activities can be found on our website at www.hertfordshirescouts.org.uk



The Scout Association Vision & Values

Everything we do in Hertfordshire Scouts is undertaken in line with The Scout Association, so it is important that all our staff are aware and understand their Vision and Values.

Vision:

By 2025 we'll have prepared more young people with skills for life, supported by amazing leaders delivering an inspiring programme.

We'll be growing, more inclusive, shaped by young people and making a bigger impact in our communities.

Values:

Integrity - We act with integrity; we are honest, trustworthy and loyal.

Respect - We have self-respect and respect for others.

Care - We support others and take care of the world in which we live.

Belief - We explore our faiths, beliefs and attitudes.

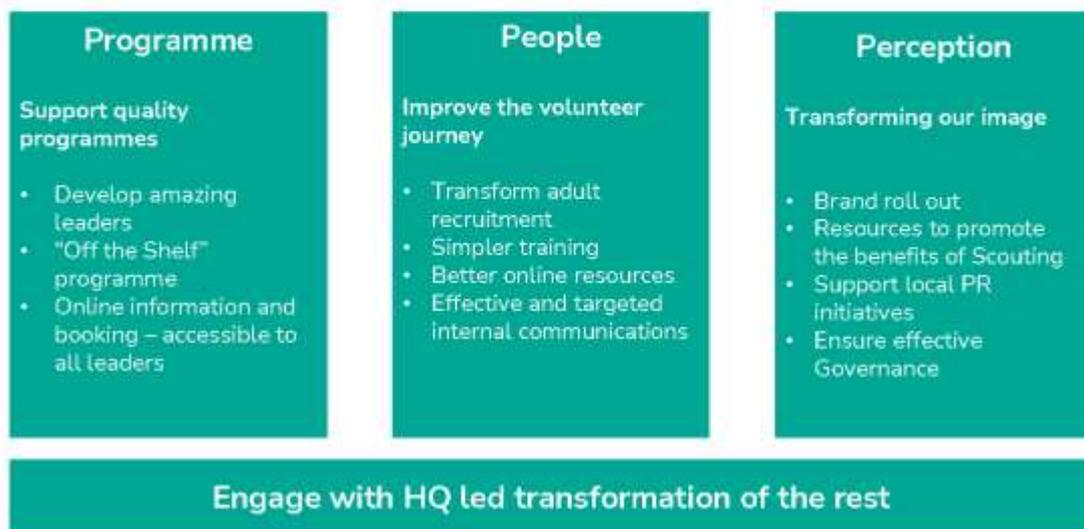
Co-operation - We make a positive difference; we co-operate with others and make friends.

Hertfordshire Scouts Strategy for 2021-2023:

Hertfordshire Scouts will be working on the delivery of the workstreams set out in the Scouts Vision 2025

Pillars of the Scouts Vision 2025

Focus on the areas that we can be better at and influence locally





Locally we will emphasise:

- Supporting the resumption of face-to-face Scouting,
- Recovering our youth and leader membership numbers through a focus on group Scouting
- A focus on governance and risk management
- Safe re-opening of our Activity Centres, prioritising Scouting users
- Financial recovery, including servicing our CBILS loan and re-building reserves

Deliver a “One Team” approach across the County Team through the implementation of “Team Herts”, building cross functional relationships between sections, activities team and adult support functions

Recruit talented individuals to key roles in the County Team, review existing posts to ensure “round peg in a round hole” across the board

Develop stronger two-way communication with District Commissioners to support them in the maintenance of existing groups and the delivery of growth

To deliver a “fit for purpose” digital foundation – through our digital strategy

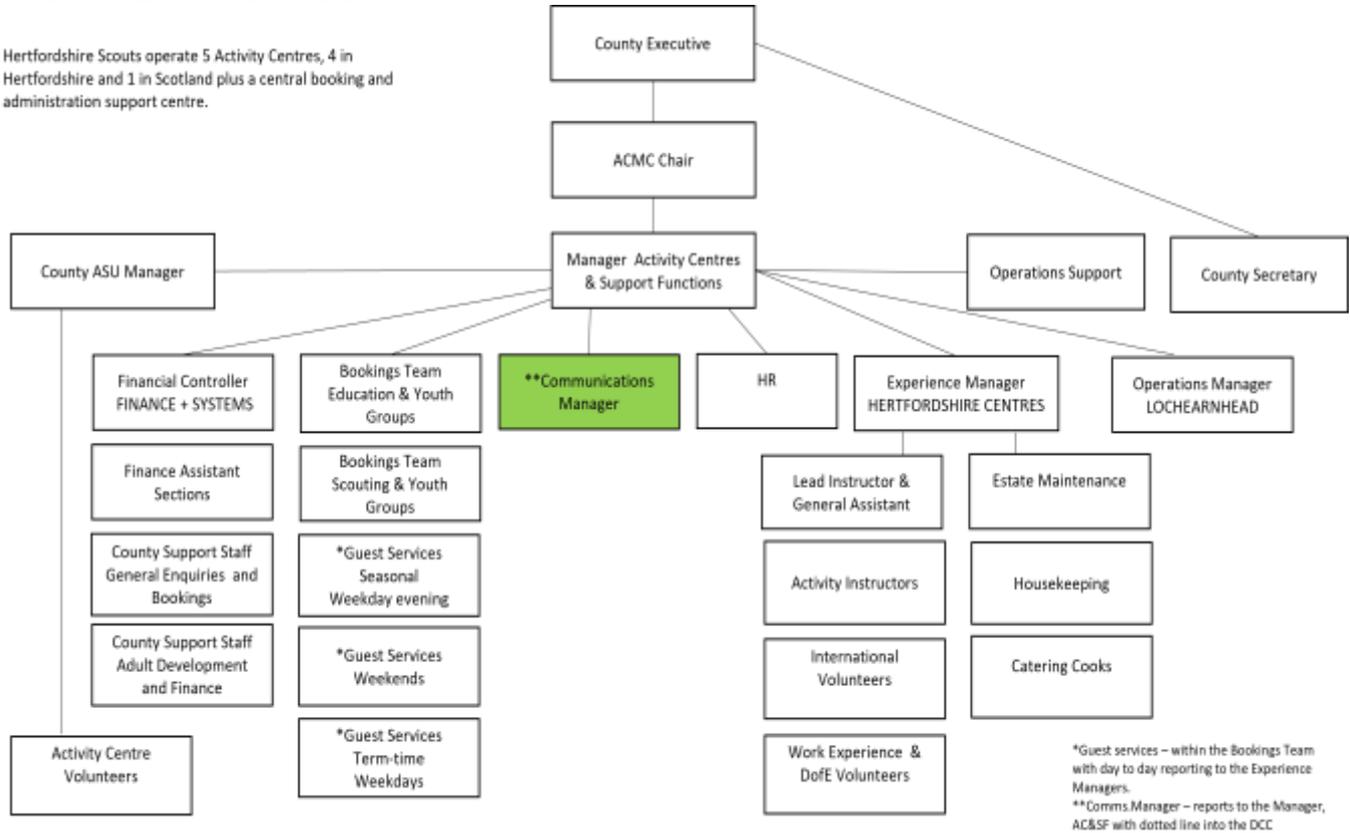
Enhance our influence with key partners and supporters, ensure we have a fair share of voice in the broader Hertfordshire Youth community

Support the strengthening of training and governance across the membership

Our aim is to restore our membership to 2020 census levels by 2023, with 20,000 members by 2025

Hertfordshire Scouts Structure

Hertfordshire Scouts operate 5 Activity Centres, 4 in Hertfordshire and 1 in Scotland plus a central booking and administration support centre.



The County Executive & The Activity Centres Management Committee

Hertfordshire County Scout Council is a Registered Charity and its Executive Committee, which comprises the Trustees, maintains an overview of all Scouting and commercial activity. The County Commissioner and County Chairman take a particular interest in County's Activity Centres, as does the County Treasurer. Specific members of the Executive Committee take a lead in various aspects of site business, such as remuneration, safeguarding and health and safety. A member of the Executive Committee chairs the Activity Centres Management Committee.

The Activity Centres Management Committee (ACMC) meets throughout the year and reports back regularly to the County Executive. The Committee, including the Manager, Activity Centres & Support Functions, is responsible for the long-term strategic planning for all County sites, maintaining a financial overview as well as overseeing what is happening and dealing with matters of urgency. The Committee appoints specialists to advise when necessary.

Manager, Activity Centres & Support Functions

The Manager, Activity Centres & Support Functions has overall responsibility for the managerial and operational aspects of our Activity Centres and County Support functions. They are responsible for staff management and deployment, budgets, performance, recruitment, health & safety and the overall customer experience. They are supported by HR, County Secretary, Chair of the ACMC and County ASU Manager.

Communications Manager – Applicant Information Pack



Experience Managers

The Experience Managers have day to day responsibility of running the four Hertfordshire Activity Centres and support the Manager, Activity Centre and Support Functions in delivering the overall strategic plan and operational activities. They are responsible for ensuring the whole experience for the customer is positive, from the moment they come on site, to the moment they leave, and that the staff display professionalism and excellent customer service at all times. They ensure all buildings and grounds are ready in advance of the customer arriving and put together staff rotas to make sure all activities can be delivered appropriately and as requested. Experience Managers are also able to deliver activities and provide hands-on maintenance knowledge.

Bookings Team

The Bookings Team are responsible for the design and delivery of quality programmes for our customers, which predominantly are from Scouting, Guiding, Youth Groups or Schools. The team aims to discuss their needs and provide safe, fun, educational, high quality and memorable programmes and experiences.

Guest Services

Our Guest Services team provide excellent customer service during the day when required, as well as providing our essential out of office hours customer service. They are the face of Hertfordshire Scouts in the evenings (during the summer months) and during the weekends (year-round). They have varied responsibilities, dependent on how many and the type of groups visiting the Activity Centres. During busy periods they will be meeting & greeting customers, providing information and appropriate equipment for the activities, checking the customer has everything they need, making booking amendments on the booking system, addressing issues which arise and locking up at the end of the sessions. During quieter months they will provide additional admin support to our Bookings team and Finance Department. The Guest services will work with the Experience Managers and Bookings team to ensure all the customer needs are met.

Other Functions

Within the team we also have staff responsible for Finance, Marketing and Communications. These Support Functions aid the smooth running of the operations of the Hertfordshire Scouts sections, to ensure that our events and services are appropriately marketed, and that we are meeting our charities' obligations.

Activities Team

Our Lead Instructors and General Assistants combine both supervision and hands on activity delivery. They act as the focal point for visitor activity enquiries. They work with our Management team, Bookings Team and Guest Services to ensure that they and their team deliver high quality, safe, activity experiences and help to create innovative programmes and learning experiences for our customers. They also use their practical skills to ensure that the Centres are always looking at their best. This team is at the heart of delivering a quality customer experience.

Estate Maintenance

Our four Hertfordshire Activity Centres offer very different experiences to our customers, from the basic camping experience for Scout groups through to corporate team away days. All our customers expect the Centres to be ready for their visit and for everything to be



functioning appropriately. This means that it is essential the buildings are maintained and presented to a high standard, the toilet and shower blocks are all working well, the equipment and vehicles are all maintained and checked regularly and that the land at each Centre is looked after appropriately. Seasonally this role changes as the summer months involve a great deal of grass cutting while the winter months allow for more maintenance and planning activities to be undertaken. Estate Maintenance work with all areas of the team responding to customer feedback and looking ahead to upcoming bookings and prepping appropriately, all the while making sure that all our Health and Safety standards are met.

Activity/Catering/House Keeping Staff – Casual hours

These staff are critical to the success of our team and play a key role in the experience our customers receive. Our Activity staff will either already have qualifications and training to be able to run our activities or will be willing and able to be trained in order to support our permanent Instructors. Day to day duties which our Activity staff get involved in are wide ranging including preparing and running activities, meeting and greeting customers, catering, cleaning, site maintenance or any ad hoc requirements.

Our pool of cooks and house keepers are essential to our team as we offer catering packages to enhance our customer's experience and have several residential and indoor spaces across our Centres which need to be cleaned and prepped before and after each visit.

All our staff can be assigned to work at any of our Hertfordshire sites and the hours of work, including weekends and evenings, will be dependent on what the customer has requested.

Volunteers

We are also supported, mainly at weekends, by a large number of Activity Centre volunteers and throughout the year, by international volunteers who partake in a 6 month or 12 month programme.



Communications Manager

The main tasks of this role are...

Effectively manage your time between County communications, Website management, County Event communications and the Centre's and their event communications.

Manage Hertfordshire Scouts Social Media presence, including relevant posts, updates etc for the team.

Manage all communications so they are effective, targeted, professional and carry the brand consistently.

Encourage and support the team in adhering to the County Digital strategy, systems and processes.

Attend, support and contribute during County and Centre meetings to ensure all relevant parties are up to date with latest strategies, guidelines and branding.

Manage the teams Microsite, keeping the core identity of Hertfordshire Scouts.

Manage all major County and Event communications and marketing, both digital and physical.

Manage all event communications to participants.

Share good practice.

On a day to day basis you will be responsible to the Manager, Activity Centres & Support Functions but also have a dotted reporting line in to the Deputy County Commissioner.

All team members

Refrain from acting in a manner that in any way endangers you, fellow employees, volunteers, customers or the public.

Avoid any behaviour that discriminates against your fellow employees or potential employees on the grounds of their gender, sexual orientation, marital status, race, religion or belief, creed, colour, nationality, age, ethnic origin or disability.

Safeguard, at all times, confidentiality of information relating to Hertfordshire County Scout Council, its staff, volunteers and clients.

Behave in a manner that ensures the security of Hertfordshire County Scout Council property and resources and abide by all relevant Hertfordshire County Scout Council policies and procedures, as well as Scout Association policies and procedures.

This list of duties and responsibilities is by no means exhaustive and the post holder may be required to undertake other relevant and appropriate duties as required.



Person Specifications:

We are looking for a creative individual who wants to make a real difference. Someone who takes pride in their work and delivers consistently high standard communications whether that's to a wide, small, internal or external audience. We would like someone who can make a real impact to the delivery of our Comms Strategy, particularly with a digital focus, who can see the bigger picture but also ensure even the smallest detail isn't overlooked. A working knowledge of Microsoft 360 and Adobe tools is essential and the more familiar you are with current social media platforms the better. So, whether you are an experienced Comms Manager looking for a new challenge, a Comms assistant seeking a career progression or a graduate wanting your first role, with the right knowledge, skills and experiences we would be eager to hear from you.

Knowledge:

- Understanding the challenges of the voluntary sector D
- Experience of working with young people and/community work D
- Experience of working in the Scout or Guide movements as an adult D

Skills:

- Excellent written and oral communications skills E
- Effectively provide advice and guidance to others E
- Plan, manage and monitor own tasks and time effectively E
- Able to relate with adults and young people in a variety of settings D
- Good working knowledge of Microsoft Office 365 tools E
- Good working knowledge of Adobe Creative Tools, Canva or similar E
- Working knowledge of Wix, Zoho Campaigns and Jotforms, D
- An eye for a good photo E
- Able to produce engaging and creative content (written, images, videos etc) E
- Represent Scouting, the County & the Centres to a wide variety of clients E



Experience:

- Experience of publishing social media content across platforms on behalf of an organisation for communication purposes, including Instagram, TikTok, Facebook and Twitter E
- Experience of working in the Corporate Communications/Marketing Industry D
- Previous experience of a similar role D
- A knowledge of scouting and/or education settings D
- Have a proven record of being customer focused E
- Have previous experience of the outdoor activity environment D

Qualities and values

- Understanding, acceptance & demonstration of fundamental values of Scouting E
- Understanding of the value and importance of informal education; especially in the outdoors E
- Are a team player E
- Are committed to continuing professional and personal development E
- Enjoy working with people from all ages and backgrounds E
- Are prepared to wear centre uniform E

E = Essential HD = Highly Desirable D = Desirable



Benefits Summary

Duration of contract: Permanent Contract

Pay: £26,000, rising to £30,000 dependent on experience

Hours: The hours of work are flexible in order to meet the needs of the job and you may be required to work evenings and weekends. It is expected that you will average 40 hours per working week (2080 hours in total) over a working year (1 Jan to 31 December).

Holidays: You will be entitled to six weeks paid holiday per year. Bank and public holidays are included in the holiday entitlement.

Place of work: Your normal place of work will be Phasels Wood Activity Centre but you may be required to work at other sites under the control of Hertfordshire County Scout Council.

The appointment is subject to the satisfactory completion of an enhanced DBS