



# Business Development Research Manager

## Job pack

Thanks for your interest in working at Citizens Advice. This job pack should provide everything you need to know to apply for this role and what it means to work at Citizens Advice.

In this pack you'll find:

- Our values
- 3 things you should know about us
- Information about the team, organisation and role
- The role profile and person specification
- The benefits of working at Citizens Advice
- Our approach to equality and diversity



## Our values

**We're inventive.** We're not afraid of trying new things and learn by getting things wrong. We question every idea to make it better and we change when things aren't working.

**We're generous.** We work together, sharing knowledge and experience to solve problems. We tell it like it is and respect everyone.

**We're responsible.** We do what we say we'll do and keep our promises. We remember that we work for a charity and use our resources effectively.



## 3 things you should know about us

**1. We're local and we're national.** We have 6 national offices and offer direct support to people in over 280 independent local Citizens Advice services across England and Wales.

**2. We're here for everyone.** Our advice helps people solve problems and our advocacy helps fix problems in society. Whatever the problem, we won't turn people away.

**3. We're listened to - and we make a difference.** Our trusted brand and the quality of our research mean we make a real impact on behalf of the people who rely on us.

# How our organisation works

The Citizens Advice service is made up of Citizens Advice - the national charity - and a network of around 280 local Citizens Advice members.

This role sits in the national charity, which includes

- 800 national staff working in one of our 6 offices or as homeworkers, or as part of the Witness Service from over 240 courts across England and Wales
- 3000 Witness Service volunteers

Our network members are all independent charities, delivering services from

- over 600 local Citizens Advice outlets
- over 1,800 community centres, GPs' surgeries and prisons

They do this with:

- 6,500 local staff
- over 23,000 trained volunteers

Our reach means 99% of people in England and Wales can access a local Citizens Advice within a 30 minute drive of where they live.





## The team

As part of a fast paced and high profile Business Development team at Citizens Advice you'll be working across the organisation to help our service to maintain its strong position in key markets and to develop into new markets where there is a robust case for doing so.



## The role

We're looking for a **Business Development Research Manager**. This is a key role overseeing the Business Development research team. The team has a key role in ensuring the wider department has the right information and tools to achieve its ambitions within the Citizens Advice Future of Advice strategy. In practice, this means providing leadership and guidance across a variety of projects, ranging from market scoping studies to competitor research, and also contributing to managing our stakeholder strategies effectively.



## Role profile

<b>Band:</b>	Manager	
<b>Proficient salary:</b>	See advert	
<b>Location:</b>	Flexible - this can be from one of our regional offices or based at home  <b>Travel H/M/L:</b> Low	
<b>Reporting to:</b>	Head of Business Development / Income Generation	
<b>Team overview:</b>	<p>The Business Development department is made up of skilled specialists in market development, business research, tenders and propositions, and fundraising - the department covers both the national charity and local offices. The focus for the team to maximise our funding for business priorities; be that through developing new funding opportunities and revenue, defending existing, working with partners or ensuring we have a strategic approach to our competitors.</p> <p>Within this, the Business Research team carries out research on partners, competitors, and market scoping, as well as assisting with stakeholder management strategies. The ultimate aim of the team is to ensure that the Business Development department has the right information and tools to achieve its ambitions within the Citizens Advice Future of Advice strategy.</p>	
<b>Role purpose:</b>	To provide leadership of the Business Research team and ensure it supports the aims and strategy of the Business Development department as a whole.	
<b>Key accountabilities</b>	<b>Key elements/tasks</b>	<b>% of time</b>
<b>Inform the development of stakeholder strategies across the department</b>	<p>Inform the development of stakeholder influencing strategies and work across the department to ensure that these remain up to date and are managed effectively.</p> <p>Ensure the Business Research team provides those involved in the direct management of stakeholders with background research and briefings as required.</p>	10

<p><b>Oversee the delivery of research projects</b></p>	<p>Manage, provide guidance to, and coach Business Development Researchers / Senior Researchers who are running specific research activities and projects.</p> <p>Build strong links with other teams and across the Citizens Advice service as a whole, and ensure research projects support wider aims and objectives.</p> <p>Oversee and carry out as required detailed research and due diligence on partners and competitors.</p> <p>Oversee and carry out detailed market scoping research that informs strategic decisions on our approach to specific markets such as consumer, debt and housing, in terms of both advice development and commercial development.</p> <p>Ensure the Business Development research team conducts projects in an inventive, responsible and generous way, and ensure that all outputs provide empowering, authentic solutions</p> <p>Manage the pipeline of work for the business research team, allocating and monitoring workloads effectively.</p> <p>Show good judgement on when to escalate issues to the Leadership Team.</p>	<p>35</p>
<p><b>Support other teams within the department effectively</b></p>	<p>Write and review presentations and papers relevant to the department as required.</p> <p>Contribute to ensuring our brand, reputation, intellectual property and commercial interests are protected.</p>	<p>10</p>
<p><b>Manage and develop staff as necessary and ensure the efficient working of the team</b></p>	<p>Provide line management and coaching to a team of Business Development Researchers / Senior Researchers, including:</p> <ul style="list-style-type: none"> <li>● Planning and allocating work, monitoring achievement of deadlines, and supporting staff as appropriate</li> <li>● Managing performance and development, mainly through regular supervision sessions and the talent talk process</li> <li>● Recruiting and inducting new staff</li> <li>● Ensuring that the service's Equality and Diversity Strategy is embedded within the work of the team/unit.</li> </ul>	<p>25</p>

	<ul style="list-style-type: none"> <li>Compliance with Citizens Advice policies and procedures, including Health and Safety.</li> </ul> <p>Coordinate responses from the team to department wide requests.</p> <p>Contribute towards an inventive, responsible and generous team culture in which equality and diversity are respected.</p>	
<b>Contribute to wider corporate objectives</b>	<p>Participate fully in team and department meetings and contribute to the development of wider strategic goals for the department.</p> <p>Demonstrate a positive attitude to learning about wider department/Citizens Advice activities.</p> <p>Display the behaviours expected of staff within the organisation and look for opportunities for improvement within the team.</p>	10
<b>Finance</b>	<p>Be conscious of budgetary issues and show good financial control as part of day to day work.</p>	5
<b>Other</b>	<p>Contribute flexibly to corporate priorities, including occasional travel and out of hours availability.</p> <p>Undertake any other duties as may be reasonably required within the scope of the role.</p>	5



# Person specification

## **ESSENTIAL:**

1. Experience in a management role with the ability to lead and motivate individuals and teams.
2. Ability to create a positive working environment in which equality and diversity are well managed, dignity at work is upheld and all staff are empowered and motivated to do their best.
3. Proven ability to oversee a wide range of projects and activities and ensure they are delivered within a fast paced environment, to deadline.
4. Expertise across a wide range of business research methodologies and taking an analytical approach to utilising data.
5. Demonstrable commercial acumen and an ability to see how business research can shape wider Business Development goals and activities.
6. Excellent understanding of the markets Citizens Advice operates within, as well as the wider political and media environment.
7. Demonstrable networking, influencing and negotiation skills, including the ability to build and maintain excellent working relationships/partnerships at all levels in often sensitive situations.
8. Understanding of, and commitment to, the aims and principles of the Citizens Service in which equality and diversity are embedded throughout.

## **DESIRABLE CRITERIA:**

1. Understanding of the broad policy and legislative environment in which the Citizens Advice service operates and of current and future issues affecting the advice sector.
2. Proven ability of overseeing the evaluation of products or services and of feeding into strategies for how they could be commercialised or scaled up.
3. Experience of working within a large complex organisation across multiple geographies.



# Terms and conditions

## 1. **PROFICIENT SALARY:** As advertised

Appointment may be at an initial salary level (90 or 95% of the proficient salary) or at the proficient salary, depending upon skills and abilities as assessed during the recruitment process.

If you are a designated essential car user, you will receive an Essential Car User Allowance payment in addition to your salary.

## 2. **ANNUAL/TOTAL LEAVE**

Annual leave is 26 days pro rata per annum from 1st January to 31st December, plus 4 fixed days (normally over Christmas and New Year). Additionally, there is Long Service Leave of 1-5 days after 3-7 years service.

## 3. **PENSION SCHEME**

Citizens Advice provides a Group Stakeholder scheme. Further details of this scheme will be provided to the successful applicant at offer and contract stage.

## 4. **LEARNING AND DEVELOPMENT**

Citizens Advice has a co-ordinated staff training and development strategy. This will mean that training for your current job, and future career developments relevant to Citizens Advice will be provided and you will be encouraged to take an active role.

## 5. **INTEREST FREE LOANS**

Interest-free loans are available to purchase season tickets for travel, and for career development purposes. If you are a designated essential car user, interest-free car loans are also available.

## 6. **SALARY SACRIFICE SCHEMES**

Citizens Advice offers salary sacrifice pension and operates a Cycle to Work scheme which provide a tax-efficient method for employees to contribute to their personal pension or purchase a bicycle for commuting to work.

## **7. DISCLOSURE AND BARRING SERVICE CHECKS (DBS)**

Some Citizens Advice positions may require the successful candidate to undergo a DBS check.

## **8. EQUALITY AND DIVERSITY**

Citizens Advice recognises the positive value of diversity, promotes equality and challenges unfair discrimination. We recognise people with different backgrounds, skills, attitudes and experiences bring fresh ideas and perceptions, and we wish to encourage and harness these differences to make our services more relevant and approachable. Citizens Advice will not discriminate or tolerate discriminatory behaviour on the grounds of race, colour, sex, transgender, disability, nationality, national or ethnic origin, religion or belief, marital/partnership or family status, sexual orientation, age, social class, educational background, employment status, working pattern, trade union membership or any other irrelevant factor in any aspect of employment.

Our values include a commitment to equality and fairness, and to valuing each other. All our employees are expected to have read and understood our Equality and Diversity Policy and to ensure they behave in accordance with its principles. Breaches of the policy may lead to disciplinary action.

## **9. DIGNITY AT WORK**

Citizens Advice is committed to providing a culture in which all staff value each other and are able to work together to their full potential in an inclusive environment free from harassment, bullying and other unacceptable forms of behaviour. Unacceptable behaviour in the workplace will be actively dealt with, all complaints will be taken seriously, confidentiality will be respected and victimisation of those that raise complaints will not be tolerated.

Our values include commitments to work together and value each other - all our employees are expected to have read and understood our Dignity at Work Policy and to ensure they behave in accordance with its principles. All staff are responsible for helping to create and maintain a positive and inclusive working environment free from bullying and harassment. All managers have a particular responsibility for ensuring a supportive and inclusive working environment in which dignity at work is actively promoted.

## **10. PROBATIONARY POLICY**

New appointments are subject to a 6 months probationary period. Performance is reviewed after 3 months and again after 6 months. At the end of the probationary

period the outcome of the assessment may be confirmation of post; notice of dismissal; or at Citizens Advice's discretion, an extension of the probationary period by a further 3 months.

## **11. POLITICAL IMPARTIALITY**

An important part of the principle of impartiality is that Citizens Advice staff are seen to be upholding the principle of party political impartiality. To avoid possible misunderstanding or possible conflicts of interest guidelines have been established on staff taking part in party political activities. If you currently hold, or are intending to stand for local or national party political office, we will expect you to tell us about this if shortlisted for interview.

## **13. LOCATION**

As advertised

## **14. EMPLOYMENT STATUS**

As advertised

## **15. FLEXIBILITY**

Our roles are open to discussion about flexible working, which may include arrangements such as part-time working, formalised flexitime, fixed (non-standard) working hours, working from home and job-sharing.

## **16. HOURS OF WORK**

As advertised

Normal full time working hours are 9 - 5.15, Monday to Friday, although these hours may vary from week to week to meet the needs of the job. Staff may be able to agree a different working pattern with their manager.

**Citizens Advice is an operating name of The National Association of the Citizens Advice Bureaux.**



# What we give our staff

We value the people who work here - and we show that in what we offer. As well as things like annual leave and our workplace pension, working at Citizens Advice means getting access to many benefits.

- **A commitment to your development.** We have a coordinated staff training and development strategy. This means that training will be provided both for your current job and for your development.
- **Employee assistance programme.** Everyone working at Citizens Advice has immediate access to professional and completely confidential counselling and legal advisory services.
- **Interest free loans.** We offer loans for travel season tickets, and for career development purposes. We offer interest free car loans if you're a designated car user.
- **Support when things in your life change.** We'll be there for you with options for flexible working, career breaks, and support for parents and carers.
- **Great everyday deals.** Working at Citizens Advice gives you access to a number of deals and discounts via our Your rewards discount scheme.

You can find out more about what we offer our employees [on our website](#).



# Equality and diversity at Citizens Advice

Citizens Advice is fully committed to stand up and speak up for those who face inequality and disadvantage. We want this to be reflected in the diversity of the people who work for us.

To help us achieve this, we aim to make our recruitment process as fair as it can be. We also offer support to disabled candidates to make sure no one loses out on a role because of their condition.

- **We judge the application, not the person.** The select panel won't see your personal details. This makes sure each person's response is judged on its merits and not on their background.
- **We offer a guaranteed interview scheme.** If you have a disability and your application meets the minimum criteria for the post, we'll interview you for it. [Find out more here.](#)
- **We're a Disability Confident employer.** We're committed to changing attitudes towards disability, and making sure disabled people have the chance to fulfil their aspirations. [You can find out more on our website.](#)
- **We're part of the Equality and Diversity Forum.** This means we're committed to progress on age, disability, gender, race, religion and belief, sexual orientation and broader equality and human rights issues. [Find out more here.](#)

Our commitment to equality runs through everything we do - read our [Stand up for Equality Strategy](#) to find out more.