



# Product Lead: Content Platform

## Job pack

Thanks for your interest in working at Citizens Advice. This job pack should give you 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

### **Want to chat about this role?**

If you want to chat about the role further, you can contact [kylie.havelock@citizensadvice.org.uk](mailto:kylie.havelock@citizensadvice.org.uk)

## 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 290 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 300 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

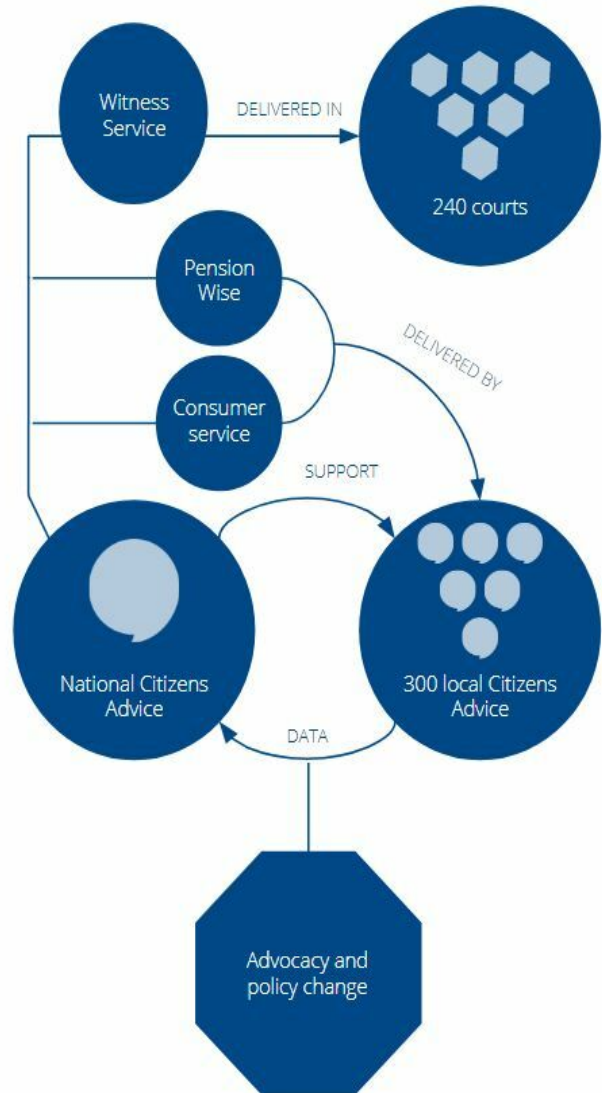
Our network members are all independent charities, delivering services from

- 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

The role you're applying for is in the **Customer Journey Team** in the **Advice and Advocacy** department.

You can find out more about the work we do, and how we work, on [our blog](#). Here are some highlights:

1. [To take the next step on digital, we dropped the word 'digital'](#), by James Plunkett, Executive Director of Advice & Advocacy
2. [Running a responsible customer journey team](#) by Rebecca Kemp, Director of Customer Journey
3. [How to prioritise 3,000 pages - start with data](#) by Ian Ansell, Data Scientist
4. [Testing whether digital tools could help our clients switch energy suppliers](#) by Joe Lane, Policy Manager
5. [What we learned from our first design sprint](#) by Steph Mulvey, Senior Designer
6. [How we're helping advisers find the information they need more quickly](#) by Ste Montgomery, Product Owner



## The role

We're looking for an experienced and practicing senior product person to lead a multidisciplinary team working on our content platform; delivering a sustainable, user-led approach to the provision of advice content. The team is at the heart of the organisation's ambition to deliver [our vision for 2022](#).

We're growing fast, and today, we have 7 multidisciplinary product teams in our London office, split across four areas: public advice, adviser-facing services, platforms, and funded programmes.

You'll be working on a platform that underpins multiple services: helping 29 million users, 6,500 advisers, and 800 staff every year. Your work here will make a huge difference. You'll be setting the goals, strategy and priorities within our cross-functional platform team, and defining the way millions of people access content from us on a daily basis.

The New Platform team have set the vision of "**Freedom to create great services and innovate with ease.**" This statement is designed to support the organisation's [Future of Advice strategy](#).

How?

- By providing a platform that allows Citizens Advice to **create and adapt our products** along with the needs of our users.
- By introducing a **structured advice model** to our advice content, allowing us to ensure that we are set to deliver products and services that are always highly relevant to our audiences and fit within the circumstances of their lives.
- By introducing a separation between the **creation of advice** and the **delivery of that advice** through API driven content management and standalone frontend products and services, allowing each product to evolve over time and focus on it's own set of problems or opportunities without encoding too many hard dependencies.
- **By designing for the future** to ensure that the introduction of new products and services is far easier than it was before. And supporting a

rebuild of our [public website](#), adviser services, and intranet products by the end of March 2021.

This is a unique opportunity to experiment and innovate with new ways of providing the best advice content to millions of people.

We're an equal opportunity employer and prize diversity as a strength. Everyone is welcome at Citizens Advice. We offer flexible working, and are open to part-time and job sharing too. In fact, several of our leadership team members work four days a week.



## Role profile

<b>Band</b>	Manager - Upper	
<b>Reporting to</b>	Head of Product	
<b>Proficient salary</b>	£66,229	
<b>Location</b>	London	Medium travel required
<b>Team overview</b>	<p>The Citizens Advice Customer Journey team is leading the transformation of Citizens Advice client-facing services. We work in multidisciplinary, agile teams to design and deliver products that meet the needs of members of the public and our advisors.</p> <p>The team includes product managers, delivery managers, content designers, user researchers, user experience designers, visual designers, service designers, data scientists and strategists. We work closely with colleagues in technology and data.</p> <p>The team is led by the Director of Customer Journey.</p>	
<b>Role purpose</b>	<p>You'll be working on a platform that underpins multiple services: helping 29 million users, 6,500 advisers, and 800 staff every year.</p> <p>Your work here will make a huge difference. You'll be setting the goals, strategy and priorities within our cross-functional platform team, and defining the way millions of people access advice from us on a daily basis.</p> <ul style="list-style-type: none"><li>● setting product vision, strategy, and roadmap</li><li>● leading a cross-functional product team including user research, design, data, development, and delivery</li><li>● taking a client-centred approach and coaching other people across the organisation in how to deliver in this</li></ul>	

	<p>way</p> <ul style="list-style-type: none"> <li>● establishing KPIs, increasing impact and reporting on performance</li> <li>● balancing needs of clients, the organisation and funders</li> <li>● collaborating with developers, technical architects, and DevOps engineers to deliver a new website</li> </ul> <p>This role will work collaboratively with the Customer Journey team, the Technology team, and our Operational colleagues.</p>	
<b>Main responsibilities</b>	Key elements/Tasks	% of Time
<p><b>Set the vision, strategy, and roadmap for our content platform, and ensure services meet user and organisational needs</b></p>	<ul style="list-style-type: none"> <li>● Lead the creation and evolution of the product vision, strategy, and objectives</li> <li>● Discover, define, and validate problems presented by user insight, stakeholder priorities, organisational needs, and technical team members</li> <li>● Coordinate across complex dependencies, for example with other channels, products, and services, to deliver features that improve the overall client experience</li> <li>● Engage with teams across the organisation to align plans, understand priorities, and communicate changes with our local offices and clients</li> <li>● Collaborate with developers, technical architects, and DevOps engineers to make sure our services are sustainable and flexible</li> <li>● Track and monitor product performance and client outcomes to iterate and improve on features</li> <li>● Take a responsible and ethical approach, considering the social impact our services create</li> </ul>	<p>50</p>

	<p>and minimise potential unintended consequences</p> <ul style="list-style-type: none"> <li>• Be proactive in identifying external and internal contacts within Citizens Advice to build profile, develop skills, and share knowledge and insights.</li> </ul>	
<p><b>Own stakeholder engagement strategy</b></p>	<ul style="list-style-type: none"> <li>• Lead relationships with senior stakeholders (Heads of, Directors, and our Executive Team) across the organisation, to learn from their expertise and to ensure product direction aligns with organisational priorities and dependencies</li> <li>• Own and resolve issues and blockers related to product delivery. Ensure expectations are managed and stakeholders have the opportunity to provide meaningful input.</li> <li>• Build trust and consensus with the organisation and clients through regular engagement, storytelling, and working in the open (e.g. blogposts and social media), story-telling. Share and develop thinking widely.</li> <li>• Communicate progress and outcomes frequently and to a wide audience including users, programme teams and senior managers.</li> <li>• Articulate the value of our public advice, the Customer Journey team, and the organisation as a whole to</li> </ul>	20
<p><b>Take an active role in the extended leadership team for Customer Journey</b></p>	<ul style="list-style-type: none"> <li>• Work closely with the Head of Product, our communities of practice, and our cross functional teams to help define and deliver our strategy</li> <li>• Communicate the broader context of our work with your product team to continuously improve how we work together across products and services</li> </ul>	10

	<ul style="list-style-type: none"> <li>• Spread your knowledge and mentor other product people in the product community</li> </ul>	
<b>Manage team members</b>	<ul style="list-style-type: none"> <li>• Set direction and objectives for the product team, and regularly review these in line with the product strategy</li> <li>• Line manage and coach members of the product community as we continue to grow our capability</li> <li>• Build a team culture in line with our organisational values of inventive, responsible and generous.</li> <li>• Plan and manage work allocated to the product team, monitoring achievement of outcomes and supporting team members to understand value.</li> <li>• Inspire a culture of learning</li> </ul>	10
<b>Finance</b>	<ul style="list-style-type: none"> <li>• Monitor and challenge budget as required, liaising with finance where appropriate.</li> <li>• Demonstrate financial efficiency and value for money.</li> <li>• Identify and understand budgetary and time constraints, and support teams to deliver outcomes within them.</li> </ul>	5
<b>Other</b>	<ul style="list-style-type: none"> <li>• Deputise for senior staff and supervise staff as required from time to time.</li> <li>• Undertake any other duties as may be reasonably required.</li> </ul>	5



# Person specification

## Essential Criteria:

1. Successful track record of shipping high transactional software products using agile methodology in a large and complex organisation
2. Experience in understanding and balancing client, organisational, and technical needs and knowing how to balance these when setting product strategy and direction
3. Experience of leading cross-functional product teams to research, prototype, launch and scale products and services from inception and prototyping to live.
4. Ability to embody a product-mindset and be intensely user-focused, using qualitative and quantitative data to track progress against client outcomes.
5. Passionate about Tech for Good and with a proven desire to work in an equity-driven organisation solving complex problems
6. Experience working with APIs and microservices architecture, and managing the relationships between interdependent product and platform teams
7. Commitment to sharing your knowledge, having mentored and coached others. Embrace the value that comes from working in the open and sharing with other organisations
8. Strong influencing skills, with the ability to persuade and negotiate with stakeholders of all levels, including CEO, board and trustee level, including communicating methodologies and projects to a diverse, non-expert audience who may be sceptical of a user-first or agile approach.

**Desirable Criteria:**

1. Recent experience of leading the development and delivery of content using multiple mediums e.g. voice, video, and interactive tools
2. Experience of product leadership in a large and distributed organisation with an operational focus



# 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 six months probationary period. Performance is reviewed after three months and again after six 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 three 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.