



Digital Accessibility Manager

Thanks for your interest in working at Citizens Advice. This document should give you everything you need to know about the above role.

Want to chat about this role?

Please contact the recruitment team at careers@citizensadvice.org.uk

The team

The role you're applying for is in the **Advice and Advocacy** directorate and in the **Customer Journey** team. Here are some ways you can find out more about us:

- **Running a responsible customer journey team** by Rebecca Kemp, Director of Customer Journey
<https://wearecitizensadvice.org.uk/running-a-responsible-customer-journey-team-9ee3b3ce442f>

- **If you push beyond digital, what happens next?** by James Plunkett, Executive Director of Advice & Advocacy
<https://wearecitizensadvice.org.uk/if-you-push-beyond-digital-what-happens-next-f31a763f6310>
- **How to prioritise 3,000 pages - start with data** by Ian Ansell, Data Scientist
<https://wearecitizensadvice.org.uk/how-to-prioritise-3-000-pages-start-with-data-db107ac53e74>
- **A beginner's guide to speech to text software** by Jamie Gibson, User Researcher
<https://medium.com/@jamiiegibson90/a-beginners-guide-to-speech-to-text-software-ca22767d0f96>
- **What we've learned about the detail our advisers need** by Richard Williams, User Researcher
<https://wearecitizensadvice.org.uk/what-weve-learned-about-the-detail-our-advisers-need-and-how-we-re-improving-things-33ff71b496f2>



The role

You'll be leading and progressing Citizens Advice's digital accessibility vision and objectives. You'll be defining and assuring good digital accessibility practice across Citizens Advice, whilst influencing, leading and mentoring others. You'll be responsible for ensuring the right conditions and environment for teams to work effectively, and advocate for an equity-centred approach to enable teams to prioritise digital accessibility across all platforms, services and products.

- We're looking for someone passionate about digital accessibility who is able to create a vision and inspire and support teams to make the right accessibility choices.
- You'll provide accessibility guidance across the organisation, making sure digital accessibility is an integral part of the way products and services are designed, built and released or procured.

- You'll be building relationships with cross-organisational teams and stakeholders, to foster support for new digital accessibility initiatives, including driving Citizens Advice digital accessibility maturity programme.
- You'll work closely with the equity, diversity and inclusion (EDI) team to coach colleagues on digital accessibility matters.
- You'll have an excellent technical knowledge of the WCAG guidelines and be able to guide teams to find the right solution.
- You'll work closely together with the Design System working group to help them improve the accessibility of components and guidance for implementation through the Design System.
- You'll collaborate with other teams and disciplines, such as user research and procurement, to help them develop and establish ways of incorporating users with accessibility needs in their work.

Citizens Advice work within an agile environment with projects iterating and using metrics, research and user feedback to define and refine designs.

Role profile

Band	Manager - Lower	
Reporting to	Head of User Research, Design and Evaluation	
Contract type	Permanent	
Proficient salary	£49,479 plus £3520 London allowance if applicable	
Location	Blended between office and home (England and Wales)	Low travel required

<p>Team overview</p>	<p>The Citizens Advice Design, Data and Technology team is leading the transformation of Citizens Advice content and services. We work in multidisciplinary, agile teams to design and deliver products and services that meet the needs of members of the public and our advisors.</p> <p>The team includes product managers, delivery managers, content designers, product designers, service designers, data scientists and strategists. We work closely with colleagues in funded programmes, technology, data, and operations.</p> <p>The team is about to move into our new Strategy and Transformation directorate.</p>	
<p>Role purpose</p>	<p>To develop, own, and drive a strategic, inclusive and user-centred approach to digital accessibility that meets organisational objectives, and aligns with Citizens Advice’s strategic ambitions.</p> <p>To collectively lead the Strategy and Transformation team as part of the Extended Leadership Team, working alongside other specialism leads, Heads, and Director.</p> <p>To establish, develop, and lead the Accessibility Community of Practice for multidisciplinary practitioners at all levels across the Citizens Advice.</p> <p>This role will work collaboratively with the EDI team, Technology team, Funded Programmes, and Operations.</p>	
<p>Main responsibilities</p>	<p>Key elements/Tasks</p>	<p>% of Time</p>
<p>Setting vision, direction, and approach to digital accessibility across Citizens Advice</p>	<ul style="list-style-type: none"> ● Lead the organisation’s approach to digital accessibility in the development of user-centred, multi-channel, end-to-end products and services. ● Identify, develop, and own frameworks to enable a consistent and efficient approach to digital accessibility across the 	<p>30%</p>

	<p>organisation.</p> <ul style="list-style-type: none"> • Support programme and product teams to frame and define digital accessibility. Visualise and articulate complex digital accessibility skills and approaches. • Ensure that digital accessibility across the organisation is grounded in robust evidence and analysis. Help to identify user needs, especially those that are unmet. 	
<p>Own stakeholder engagement for digital accessibility</p>	<ul style="list-style-type: none"> • Take collective and individual responsibility for relationships with senior stakeholders, including executive level sponsors, across the organisation, owning and resolving issues and blockers related to digital accessibility. • Build trust and consensus around digital accessibility within the organisation through regular engagement, working in the open, and using story-telling and evidence-based iteration. Share and develop best-practice thinking. • Communicate digital accessibility outcomes frequently and to a wide audience including users, programme teams and senior managers. • Refine and adapt digital accessibility processes based on engagement with colleagues and users to ensure ongoing and effective 'buy-in'. Ensure expectations are managed and stakeholders have the opportunity to provide meaningful input. 	10%
<p>Establish and maintain professional standards and best practice for</p>	<ul style="list-style-type: none"> • Own and assure the quality of digital accessibility across product and programme teams, and make sure that practitioners take a holistic approach across different service 	20%

<p>digital accessibility</p>	<p>areas.</p> <ul style="list-style-type: none"> • Develop and assure good practice for digital accessibility by influencing and mentoring others. Understand and interpret the application of best practice approaches and processes in accessibility in the context of our work. • Represent digital accessibility internally and externally, e.g. Chief Officer forums, Citizens Advice national conference, in conversations with funders, and by speaking at conferences and events. 	
<p>Embed accessibility best practice into Citizens Advice products and services</p>	<ul style="list-style-type: none"> • Own the digital accessibility direction at Citizens Advice. Collaborate with product and programme teams to understand their objectives and promote an inclusive design approach. • Organise expert accessibility reviews and external audits on our digital channels. • Collaborate with the user research team to develop guidance for running research and user testing sessions from an accessibility perspective. • Be the first port of call for the teams to understand digital accessibility issues around their early designs. • Collaborate and provide expertise to the Design System team, contributing or enhancing well tested consistent components and usage guidance to help product teams do their best work. • Be an expert in access technologies in common use and the Web Accessibility Guidelines (WCAG) and bring other teams up to speed. Help to define accessibility 	<p>30%</p>

	<p>guidelines, and research new areas including interactive videos and voice.</p> <ul style="list-style-type: none"> • Inspire a culture of learning 	
Other	<ul style="list-style-type: none"> • Manage budget as required, liaising with finance where appropriate. • Demonstrate financial efficiency and value for money. • Identify and understand budgetary and time constraints, and support teams to deliver outcomes within them. • Deputise for senior staff and supervise staff as required from time to time. • Undertake any other duties as may be reasonably required 	10%



Person specification

Essential Criteria

1. Experience in digital accessibility and inclusive design, all the way from a strategic level down to the design of components.
2. Experienced in making and leading accessible design decisions, following the Web Content Accessibility Guidelines (WCAG)
3. Experience in leading multidisciplinary teams to put digital accessibility first when designing, developing, testing and procuring digital products; and in improving both new and existing products in a large and complex organisation, including all the different stages of product creation.
4. Passion for growing new leaders, developing accessibility skills and careers

through matrix management, and inspiring and motivating people to do their best work.

5. Strong communication, influencing, and presentation skills. Fluent in explaining complex digital accessibility principles to specialist and non-specialist audiences alike.
6. An active member of a community of practice across product and platform teams. Embraces working in the open and enjoys sharing across and with other organisations.
7. Excellent collaborator and team member, able to work closely with other user-centred practitioners to understand if designs work effectively, and pair with front-end developers to implement design intent that meet accessibility needs.
8. A strong understanding and experience of front-end web development (HTML, CSS, JavaScript).