



# Senior Communications Business Partner

Fixed-term contract (12 months)

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](mailto:careers@citizensadvice.org.uk)**



## The team

The role you're applying for is in the people and strategy directorate and in the communications and engagement team. Here are 4 ways you can find out more about us:

1. [Citizens Advice Careers Site](#)
2. [Citizens Advice LinkedIn](#)
3. [Citizens Advice website](#)
4. [Find out more through blogs, insights and 'how we help' stories](#)



## Role profile

<b>Band:</b>	Senior Officer - Upper
<b>Reporting to:</b>	Communications Strategy and Stakeholder Manager
<b>Proficient salary:</b>	£46,375 (with additional allowance for London office based roles)
<b>Location:</b>	Blended between office and home (England and Wales)
<b>Travel (H/M/L)</b>	Low
<b>Team overview:</b>	<p>The communications and engagement team plays a key role in ensuring our people across the service feel informed, represented and inspired to work together to make a positive difference for the people we help. We help the organisation and wider service communicate well and build connections with each other and with our purpose.</p>
<b>Role purpose:</b>	<p>The Senior Communications Business Partner will act as a key point of contact for internal stakeholders across the Citizens Advice service, managing relationships to ensure their communication needs are understood and met. This role will involve building strong and productive relationships across the service to ensure a thorough understanding of the current context and strategic communications and engagement priorities.</p> <p>You will work closely with senior stakeholders to provide strategic advice and agree on communications and engagement strategies and activities, collaborating with colleagues across the department to deliver this work. You will also manage delivery against the plan(s) within agreed Service Level Agreements (SLAs) or timeframes. You will support the delivery of a wide range of communications projects, including campaigns, events, and content production, ensuring alignment with the communication and engagement team's ambitions, organisational strategy and missions.</p> <p>The role combines communications expertise, relationship management, and project management</p>

	skills to deliver impactful communication outcomes.
--	---

Key accountabilities	Key elements/tasks	% of time
<b>Relationship Management</b>	<ul style="list-style-type: none"> <li>● Act as the main communications and engagement contact for assigned internal stakeholders.</li> <li>● Build and maintain strong, trusting relationships with stakeholders, ensuring their communication and engagement needs and objectives are clearly understood.</li> <li>● Serve as a communications advisor to stakeholders, providing strategic guidance on messaging, content, and channels to achieve maximum impact and ensuring a cohesive approach across all activities.</li> <li>● Liaise with cross-functional teams to ensure integrated and aligned communication strategies.</li> <li>● Provide regular updates to stakeholders on project progress, upcoming campaigns, and relevant developments.</li> <li>● Work with external partners, such as corporate sponsors or media outlets, to ensure they are engaged, informed, and aligned with communication activities.</li> <li>● Maintain open lines of communication with all project stakeholders, managing expectations, resolving conflicts, and ensuring alignment at every stage.</li> <li>● Act as the key point of contact for agencies and freelancers, ensuring they are fully briefed and clear on project objectives and timelines.</li> </ul>	25%

<p><b>Communications project management</b></p>	<ul style="list-style-type: none"> <li>● Manage the end-to-end delivery of communications projects, from briefing through to execution and evaluation, working in collaboration with the communications and engagement team.</li> <li>● Develop and maintain detailed communications project plans, timelines, and budgets, ensuring projects are delivered on time, on budget, and to the highest standards.</li> <li>● Coordinate resources, including internal teams and external suppliers (e.g., designers, writers, printers, agencies), to ensure smooth execution of projects.</li> <li>● Oversee multiple projects simultaneously, ensuring clear communication and alignment across all stakeholders.</li> <li>● Track project milestones, flagging potential risks or issues early and finding solutions to keep projects on track.</li> <li>● Prioritise incoming projects to ensure resources are allocated to the highest priority areas promptly.</li> <li>● Use project management tools and systems to track progress and keep stakeholders informed throughout the lifecycle of each project.</li> <li>● Prepare post-project reports, gathering feedback from stakeholders and analysing performance data to evaluate</li> </ul>	<p>25%</p>
---	---	------------

	<p>success and identify areas for improvement.</p>	
<p><b>Campaign management</b></p>	<ul style="list-style-type: none"> <li>• Work closely with internal teams to plan, coordinate, and execute integrated communications campaigns, ensuring consistency across channels and alignment with charity objectives.</li> <li>• Collaborate with the Insight, Impact and Evaluation Officer and use audience research techniques to ensure campaigns and content meet user needs.</li> <li>• Ensure materials are produced on time and meet the brand, tone, and quality standards expected by the charity.</li> <li>• Ensure that all communications activities reflect the charity's values and objectives, contributing to the organisation's strategy and missions, and wider funded services delivery.</li> </ul>	<p>20%</p>
<p><b>Briefing Content Development</b></p>	<ul style="list-style-type: none"> <li>• Work with internal teams to develop clear, actionable briefs for communications projects, ensuring that all necessary information is gathered and objectives are clearly outlined.</li> <li>• Develop high-quality content and messaging, collaborating with internal and external content creators (e.g., writers, designers, videographers) where needed, that aligns with the organisation's</li> </ul>	<p>15%</p>

	<p>ambition and narrative and engages target audiences.</p> <ul style="list-style-type: none"> <li>• Ensure that all content is accurate, impactful, and aligned with the charity's tone of voice and brand guidelines.</li> <li>• Provide feedback and guidance on content drafts to ensure the final output meets the objectives set by stakeholders.</li> </ul>	
<b>Evaluation and continuous improvement</b>	<ul style="list-style-type: none"> <li>• Collaborate with the Insight, Impact and Evaluation Officer to track and monitor the performance of communications and events activities, producing reports as per agreement with internal stakeholders and recommendations for improvement.</li> <li>• Analyse data and feedback to refine strategies, ensuring continuous improvement and impact measurement.</li> <li>• Implement learnings from completed projects into future planning to improve processes and outcomes.</li> <li>• Share insights and learnings with internal stakeholders to inform future communication activities.</li> </ul>	5%
<b>Contribute to team culture and ways of working</b>	<ul style="list-style-type: none"> <li>• Be an active member of the team, identifying opportunities for your own development and sharing learning with colleagues.</li> <li>• Contribute to the good and efficient working of the team by sharing audience insights and needs.</li> <li>• Make suggestions for</li> </ul>	5%

	improvements in team processes or ways of working and be involved in shaping continuous improvement projects.	
<b>Other</b>	<ul style="list-style-type: none"> <li>• Undertake additional projects or responsibilities that may arise in relation to communications and engagement events.</li> <li>• Monitor activity spend, ensuring the effective use of financial resources, delivering value for money, and meeting budgetary targets.</li> <li>• Look for opportunities to reduce cost whilst delivering quality events and/ or income generation where appropriate</li> <li>• Deputise and provide support to senior colleagues, as required.</li> <li>• Stay informed about emerging trends and innovations in communications and engagement, incorporating these into ongoing work as appropriate.</li> </ul>	5%



## Person specification

### Essential criteria (to be assessed at application and interview)

1. Strong background in managing stakeholder relationships and delivering successful communications projects.
2. Experience managing multi-channel communications campaigns, including digital, print and events, for diverse audiences.
3. Solid understanding of project management processes, tools, and best practices, with experience overseeing multiple projects at once.

4. Experience working with cross-functional teams and external suppliers, managing timelines, budgets, and quality assurance.
5. Excellent relationship-building skills, with the ability to work collaboratively and influence stakeholders at all levels.
6. Outstanding communication skills, both written and verbal, with the ability to convey complex ideas clearly and persuasively.
7. Creative problem-solving skills, with a focus on finding practical solutions to project challenges.
8. Ability to work under pressure and within tight deadlines while maintaining high standards of work.
9. A commitment to equity and the positive value of diversity, and a good, up-to-date understanding of equity and diversity and its application to the work of the team.

### **Desirable criteria**

1. Experience of working in a federated/networked organisation