



Senior Communications Business Partner - Digital

Fixed-term contract (12 months)

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 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

Band:	Senior Officer - Upper
Reporting to:	Communications Strategy and Stakeholder Manager
Proficient salary:	£37,100 (with additional allowance for London office based roles) - 4 days full time equivalent
Location:	Blended between office and home (England and Wales)
Travel (H/M/L)	Low
Team overview:	<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>
Role purpose:	<p>The Senior Communications Business Partner will lead the communications and engagement planning to support our digital transformation programme. This transformation programme is designed to make long-term, sustainable changes to our digital offer and transform how we're structured to operate in new outcomes-focused ways.</p> <p>You'll work closely with senior stakeholders to coordinate plans and provide strategic advice to secure buy-in, understanding and involvement with our key internal audiences, including our local Citizens Advice network across England and Wales.</p> <p>The role will support the development and delivery of multi-channel approaches, including campaigns and content production and events, ensuring alignment with the communication and engagement team's ambitions and wider organisational strategy. You'll be an expert communicator with strong relationship and</p>

	project management skills to deliver impactful communications outcomes.
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Key accountabilities	Key elements/tasks	% of time
Communications development and delivery	<ul style="list-style-type: none"> ● Develop and support the delivery of the communications plan for our digital transformation programme to engage service-wide audiences ● Develop key messaging that aligns with organisational-wide narratives that help audiences understand what we're trying to achieve and why ● Provide communications advice and expertise to senior stakeholders and team leads, providing strategic guidance on content, channels and messaging to achieve maximum impact and ensure a cohesive approach across all activities ● Act as the main communications support for senior stakeholders and teams to understand and meet a range of audience needs, influencing a range of communications that resonate service-wide ● Oversee multiple communications activities simultaneously, ensuring clear communication and alignment across all stakeholders ● Track project milestones, flagging potential risks or issues early and finding solutions to keep projects on track 	35%
Stakeholder management	<ul style="list-style-type: none"> ● Build and maintain strong, trusting relationships with stakeholders, ensuring their communication and engagement needs and objectives 	30%

	<p>are clearly understood.</p> <ul style="list-style-type: none"> ● Collaborate and liaise across the communications and engagement team, and with digital teams, to ensure integrated and aligned communication strategies ● Provide regular updates to stakeholders on project progress, upcoming communications and engagement activities and any dependencies, opportunities or risks ● Empower and upskill internal teams, coaching and influencing them to best employ communications best practice and apply our style guide and tone of voice ● Work closely with senior leaders, subject matter experts, and project teams to make sure content is accurate and up to date 	
<p>Content and campaigns</p>	<ul style="list-style-type: none"> ● Use channels and content tactically to communicate about our digital transformation and meet a range of diverse audience needs ● Write, edit, and design high-quality content for various internal channels, including email, internal employee platforms, newsletters, events and campaigns ● Work with teams across the organisation to identify, plan, produce and present proactive and reactive communications stories, content and assets to help build understanding of our digital transformation programme ● Ensure that all content is accurate, impactful, accessible, and aligned with the charity's tone of voice and brand guidelines 	<p>25%</p>

	<ul style="list-style-type: none"> ● Provide feedback and guidance on content drafts to ensure the final output meets the objectives set by stakeholders ● Flexibility to take on other communications activity that may be required as part of the role 	
Evaluation and continuous improvement	<ul style="list-style-type: none"> ● Collaborate with the Insight, Impact and Evaluation Officer to track and monitor the performance of communications and events activities and campaigns. ● Produce data analysis reports as per agreement with internal stakeholders and recommendations for improvement ● Implement learnings from completed projects into future planning to improve processes and outcomes ● Share insights and learnings with internal stakeholders to inform future communication activities 	5%
Contribute to team culture and ways of working	<ul style="list-style-type: none"> ● Be an active member of the team, identifying opportunities for your own development and sharing learning with colleagues ● Contribute to the good and efficient working of the team by sharing audience insights and needs ● Make suggestions for improvements in team processes or ways of working and be involved in shaping continuous improvement projects 	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 in an accessible way.
7. Ability to work under pressure and within tight deadlines while maintaining high standards of work.
8. 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