



Campaigns & Marketing Specialist

Job pack

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 **External Affairs department** and in the **Brand and Marketing** team. Here are 4 ways you can find out more about us:

1. Citizens Advice Careers Site -
<https://www.citizensadvice.org.uk/about-us/job-and-voluntary-opportunities/citizens-advice-job-opportunities/>
2. Citizens Advice LinkedIn -
<https://www.linkedin.com/company/citizens-advice/life/10eff46c-fc7c-445c-a04b-b63063a2e3bf/?viewAsMember=true>
3. Citizens Advice -
<https://www.citizensadvice.org.uk/>
4. Find out more through blogs, insights and 'how we help' stories
<https://wearecitizensadvice.org.uk/>



The role

This role will support the delivery of our national consumer awareness and energy advice campaigns. You'll work with the Senior Campaigns Specialist and collaboratively across teams to develop plans to reach key audiences, including planning media, creating high quality content and evaluating campaign performance. You'll help manage end to end campaigns that make a real difference to people's lives across England and Wales and ensure we're delivering against agreed objectives.



Role profile

Band	Officer - Upper	
Reporting to	Senior Campaigns & Marketing Specialist	
Proficient salary	£34,666 (plus on-call allowance and London allowance if applicable)	
Location	Blended between office and home (England and Wales)	Travel (L/M/H): Medium
Team overview	The brand and marketing team is responsible for communications to influence and engage our varied external audiences. We use a range of public facing channels including social media, website, blogs, events and paid media. We work to build brand trust and protect our reputation. The team is part of External Affairs, a department that also has News and Political Strategy and Stakeholder Relations teams. The department acts as custodian for Citizens Advice's brand and reputation, targeting a range of general public, decision maker and funder audiences through service-wide strategies that have external and political resonance. Positioning the charity as an expert and inclusive advice provider, a credible and strong advocate and a valuable partner, we enable the progression of organisational goals and help achieve social change.	
Role purpose	This role will support the planning, coordination and delivery of our national consumer awareness and energy advice campaigns. You'll assist the Senior Campaigns & Marketing Specialist to execute campaigns across multiple channels, managing timelines and assets, coordinating with internal teams and external partners and monitoring performance to ensure campaigns are delivered	

	effectively, on schedule and against agreed objectives.	
Key Accountabilities	Key elements/Tasks	% of Time
Support with the delivery of multi-channel national campaigns	Work with the Senior Campaigns & Marketing Specialist to: • Design campaigns to reach and engage key audiences and support their needs, aligned to agreed objectives • Create high quality content for digital, print and other organic and paid advertising channels • Co-ordinate projects, including scheduling and attending various internal and external meetings and using tools such as Trello to keep projects on track • Use audience research and insights to help inform the campaign channel mix • Build and maintain strong stakeholder relationships, ensuring all stakeholders are well managed and regularly updated • Support with writing strong and compelling briefs for external agencies (where needed) to enable them to deliver impactful creative and messaging for your campaigns and to seek support with a strategic project or initiative • Develop content and communications for our national channels, as well as toolkits for partners and the local Citizens Advice network to help them amplify our campaigns, supported by colleagues in the team • Help to report on the performance of campaigns, pulling together all various data sources from across multiple teams and communicating lessons learnt • Present campaign performance and learnings alongside the Senior Campaigns & Marketing Specialist to key internal and external stakeholders • Work with the Senior Digital Engagement Specialist to develop influencer and partnership strategies for energy work	70
Work with stakeholders across the organisation to ensure the delivery of high quality campaigns	• Alongside the Senior Campaigns & Marketing Specialist, work with teams and external stakeholders to: ◦ provide strategic and tactical expertise to ensure the successful delivery of our campaigns, content and communications ◦ ensure messaging across outputs is joined up and audience centric ◦ ensure all relevant stakeholders have input into campaign plans and deliverables	10

	• Build and manage strong relationships with key internal and external stakeholders, including partners and funders • Work effectively with colleagues in the brand and marketing team, news and public affairs team to plan and deliver effective paid, owned and earned media activity as part of your campaign plans, as well as develop the required assets	
Contribute to team development	• Contribute to the good and efficient working of the team in delivering against our organisational strategy and team goals • Be an active member of the team, identifying opportunities for your own development • Contribute flexibly to the work of the team, including providing campaign and marketing support outside of the national campaigns you are responsible for • Contribute to a team culture of continuous professional development, identifying opportunities to learn and add value • Maintain and develop expertise and insight around emerging marketing trends (e.g. new channels and tactics) • Undertake competitor analysis and share best practice • Ensure your work reflects and supports the organisation's Equity and Diversity Strategy • Undertake any other duties as may be reasonably required within the scope of the role	15
Finance	• Support the Senior Campaigns & Marketing Specialist to monitor and track spend against budget for the national consumer campaigns • Monitor and challenge spend to deliver best value for money • Provide cost estimates for marketing activity, monitor and help to report on ROI • Support with undertaking relevant procurement activity as required when working with external suppliers	5



Person specification

Essential - Assessed at application stage

1. Demonstrable experience in delivering multi-channel campaigns and communications to reach key audiences
2. Demonstrable experience of creating engaging, high-quality content including written, video and audio content, that achieves desired impact
3. Excellent interpersonal skills, with the ability to forge strong, effective working relationships across multi-disciplinary teams, internally and externally

Assessed at interview stage

4. Demonstrable ability to manage your work across a variety of tasks, with strong organisation, prioritisation and time management skills. Including experience of using planning and project management tools to keep projects on track.
5. Excellent written and oral communications skills, including proven ability to communicate using appropriate styles, methods and timing, to maximise understanding and impact.
6. Ability to contribute to a positive working environment in which equality and diversity are well managed, dignity at work is upheld and staff are empowered and motivated to achieve agreed outcomes.

Desirable criteria

1. Experience of using Google Apps and other collaborative technologies to support teamwork and project management.
 2. Experience of working within a complex organisation across multiple geographies.
-