



# Product Owner - Citizens Advice Lab

## 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 Kate Simmons, Head of Lab, by emailing [kate.simmons@citizensadvice.org.uk](mailto:kate.simmons@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

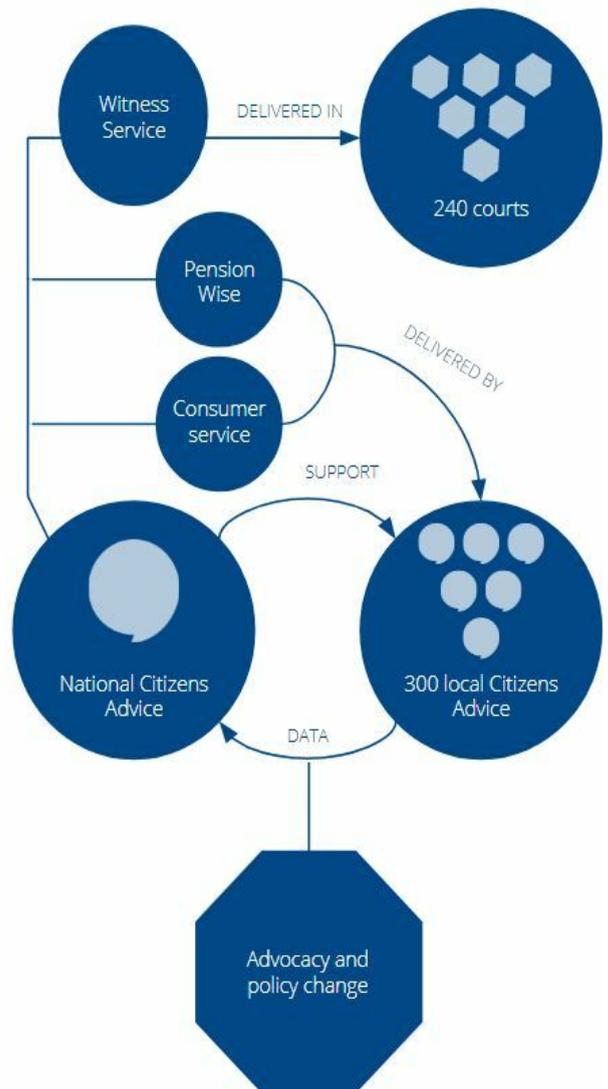
Our network members are all independent charities, delivering services from

- 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 and in the

**Innovation Lab** within that. Here are some ways you can find out more about us:

1. [To take the next step on digital, we dropped the word 'digital'](#), by James Plunkett, Executive Director of Advice & Advocacy
2. [Why we removed the only feature everyone liked in our new advice tool](#), by Katherine Vaughan, Senior User Researcher
3. [How to build your own case management system](#), by Cat Togher, Senior Business Change Manager
4. [Designing more accessible advice](#), by Paul O'Neill, Senior UX Designer
5. [Designing digital content to support a face-to-face journey](#), by Owen Priestley, Senior Content Designer

## **The role**

The Lab is a small multidisciplinary team, within the Customer Journey team. We do rapid experimentation in areas we know less about to find new ways to meet the needs of our users.

We do this in the leanest possible way. For example, in our [Speech to Text experiment](#) we tested a prototype without using the technology at all.

We're here to help Citizens Advice transform its processes, ways of working, and technology to better meet our users' needs. This means our experiments are as often behavioural as they are technological.

The Lab takes an inventive, responsible and generous approach to its work, building on the expertise and ideas of colleagues across the network. It works openly, with a core team of innovation experts and in collaboration with colleagues from other disciplines.

As one of two product owners in the Lab your role will be to ensure the effective development and delivery of ideation, experimentation and prototyping of ideas for the Citizens Advice of the future. The role is responsible for leading the incubation phase of these propositions, as well as building engagement and ownership across the organisation for successful scaling.

You will be doing this through co-designing an Incubator Network – a group of

local Citizens Advice offices who we work with to test and pilot ideas – and by working with a diverse group of collaborators. Systemic change is an important part of what we do, and collaboration skills are key.

Candidates will have

- Experience of delivering user-centered digital products and services, working with multidisciplinary product teams.
- Ability to plan and facilitate workshops with senior stakeholders to prioritise user needs and product plans, working within resource constraints.
- Excellent ability to form product backlogs, responding to stakeholder influence while prioritising user-centred features.
- The skills to develop and communicate a product vision and strategy.

## Role profile

<b>Band:</b>	Manager - mid	
<b>Reporting to:</b>	Head of Citizens Advice Lab	
<b>Proficient salary:</b>	As advertised	
<b>Location:</b>	London	<b>Travel H/M/L: M</b>
<b>Team overview:</b>	The Citizens Advice Customer Journey team are leading the transformation of Citizens Advice content and services.	
<b>Role purpose:</b>	This role ensures the effective development and delivery of ideation, experimentation and prototyping of ideas for the Citizens Advice of the future. The role is responsible for leading the incubation phase of these propositions, as well	

	as building engagement and ownership for successful scaling.	
<b>Key accountabilities</b>	<b>Key elements/Tasks</b>	<b>% of Time</b>
<b>Manage the backlog of ideas and lead the incubation phase for those prioritised.</b>	<p>Set the strategy for the ideation of and incubation for propositions that build Citizens Advice for the future. This involves how we will meet the needs of advisors and the public in the next 2-5 years and beyond.</p> <p>Lead the incubation phase across a multidisciplinary team including specialists in UX, content, research and service design.</p> <p>Take ownership of the idea during incubation and be able to tell a compelling story about the data, value and developing vision for these emerging services.</p> <p>Use research and engagement to test and develop hypotheses for product development.</p> <p>Develop the strategy into an effective delivery model and allocate resources to deliver these, working collaboratively and iteratively across customer journey, learning and development and expert advice teams.</p> <p>Lead engagement with the whole Citizens Advice network on the plans and delivery of ideas to incubation phase and also on those that go forward to scale into production.</p> <p>Be responsible for delivery against the strategy and roadmap, drawing on agile management tools to ensure that the wider organisation understands how to get the best from the team.</p> <p>Lead evaluation of the ideas and implement lessons learned in future work.</p> <p>Ensure that the work of the department reflects and supports the service's Equality and Diversity Strategy.</p>	<b>50%</b>

	<p>Work collaboratively with the relevant Citizens advice teams to develop and lead appropriate stakeholder consultation and engagement as appropriate.</p> <p>Working with the news, public affairs and comms team to develop and deliver an effective external and network communications strategy.</p>	
<b>Build team and service wide capability</b>	<p>Build the capacity of the innovation lab and wider Customer journey team to improve the Citizen's Advice capability in Product development.</p> <p>Implement best practice systems and processes to ensure that Citizens Advice is ready to take advantage of new developments within Product development.</p>	<b>15%</b>
<b>Leadership and Influence</b>	<p>Lead engagement with senior stakeholders and the wider citizens advice network to build confidence and capability in the incubation and successful delivery of ideas through the innovation lab.</p> <p>Proactive in identifying external and internal contacts and stakeholders to move projects forward.</p> <p>Advise senior stakeholder (for example, ET, Trustees) on recent developments in field of work.</p> <p>Provide leadership to technical and non technical team staff.</p> <p>Represent Citizens Advice externally to partners and stakeholders.</p>	<b>15%</b>
<b>Lead and develop team or project</b>	<p>Lead a team and line manage such staff as may be allocated to the postholder through:</p>	<b>10%</b>

	<ul style="list-style-type: none"> <li>- Creating a positive working environment in which equality and diversity are well managed and staff can do their best</li> <li>- Planning and allocating work, monitoring achievement of deadlines, and supporting staff as appropriate</li> <li>- Managing performance and development, mainly through regular supervision sessions and the talent talk process</li> <li>- Recruitment and induction of new staff</li> <li>- Ensure that the work of the department reflects and supports the service's Equality and Diversity Strategy.</li> <li>- Compliance with Citizens Advice policies and procedures, including Health and Safety.</li> </ul>	
<b>Management of budgets</b>	<p>Management of budgets within teams and/or project budgets liaising with finance where appropriate.</p> <p>Demonstrate financial efficiency and value for money throughout the department/project/team.</p>	<b>5%</b>
<b>Other</b>	<p>Deputise for senior staff, and supervise staff and volunteers, as required from time to time.</p> <p>Undertake any other duties as may be reasonably required within the scope of the role.</p>	<b>5%</b>



## Person specification

## **Essential Criteria**

1. Proven experience of product managing large-scale enterprise software or web services.
2. Experience of managing delivery of digital products and services working with multidisciplinary product teams.
3. Ability to plan and facilitate workshops with senior stakeholders to prioritise user needs and product plans, working within resource constraints.
4. Excellent ability to form product backlogs, responding to stakeholder influence while prioritising user-centred features.
5. Experience of dealing with high-volume content products.
6. Excellent understanding of creating digital products based on user needs.
7. Knowledge of data analysis and informing product delivery.
8. Experience of addressing technical considerations when working with engineers and resolving technical issues.
9. Excellent written and oral communication and influencing skills, including the ability to communicate research findings to diverse audiences.

## **Desirable Criteria:**

1. Experience within an innovation team, and of deliverables rapidly exploring future and step change needs, not only immediate and incremental opportunities.
2. Experience in ensuring products adhere to wcag accessibility standards.

**Requirements for role (candidates will confirm at application stage and at interview)**

Ability to lead and contribute to an inventive, responsible and generous organisation/team culture.

Proven ability to use IT packages, including Google systems such as Google Docs, Google Sheets, Google Slides, email and maintenance of an electronic diary as well as the ability to use or learn other packages as necessary.

Willingness to travel within the UK (including overnights) and to work unsocial hours occasionally to meet tight timescales.

Understanding of, and commitment to, the aims and principles of the Citizens Advice in which equality and diversity is embedded throughout.

Awareness that Citizens Advice clients are at the heart of everything we do.



# 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.