



# Visual Designer

## 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 get in touch with **Gemma Greene, Communications and Engagement Manager**, by emailing [gemma.greene@citizensadvice.org.uk](mailto:gemma.greene@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 our organisation

**1. We're local and we're national.** We have 6 national offices and offer direct support to people in over 280 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 280 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**

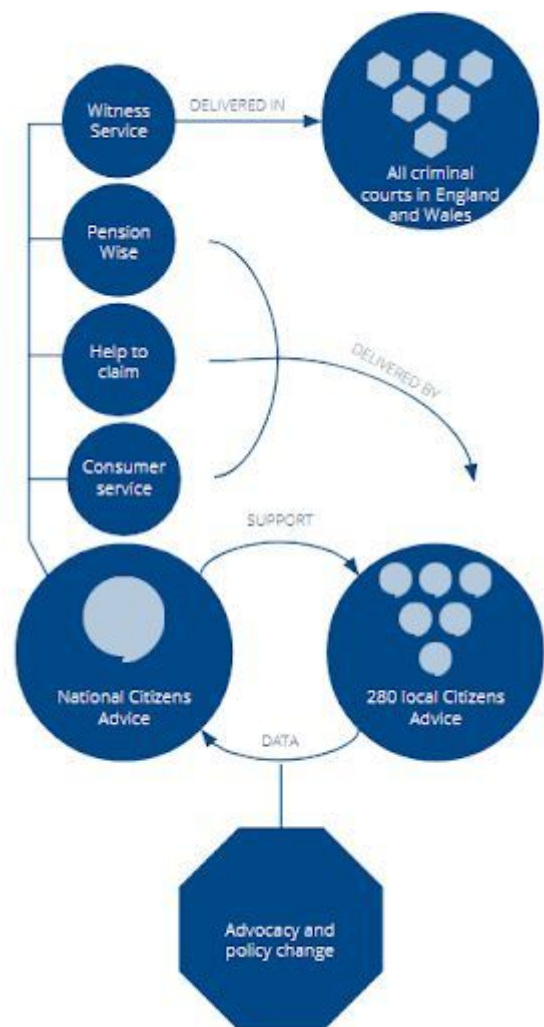
Our network members are all independent charities, delivering services from

- 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.





# Our team

The role you're applying for is part of the Communications and Engagement team. We're a busy, high-performing, creative and fun team, that sits at the heart of Citizens Advice. We're responsible for:

- **Running our digital channels**, including our [Medium blog](#), our [social media channels](#) and our newsletters
- **Delivering innovative and engaging internal communications campaigns** to engage our 30,000 staff and volunteers, including our network of 280 local Citizens Advice
- **Running a programme of online and face to face events** throughout the year, across the country

## Here's 3 ways you can find out more about our team:

1. Read about [what our team does](#) and [how we're going agile to change how we work](#)
2. See some examples of [how we're innovating as an organisation](#) and [how we've changed over the past 80 years](#)
3. Learn more about [how we design based on user needs](#)



# The role

We're looking for an exceptional and highly motivated visual designer to join our team and deliver outstanding visual design that supports our aims across print, digital and events.

In this role you'll working across the organisation to put our brand guidelines into practice across all channels, outputs and materials. You'll also provide design expertise to support others to use the brand effectively, including supporting our 280 local Citizens Advice on how to use design to support their aims.

You'll have a broad range of responsibility, including:

- **Designing, commissioning and creating communication materials** ensuring all elements are well designed, consistent and user focused
- **Designing materials for print and digital** using InDesign, Illustrator and Acrobat Pro to produce print-ready and pixel perfect artwork
- **Providing design advice, training and tools** to people across the organisation

We'll give you the best equipment to work from and you'll work collaboratively in a fast paced and creative team.

## Who we're looking for

We're looking for an experienced designer, who's as confident working with and implementing brand guidelines. And someone who's great at empowering others to design well.

You'll be able to show how you've used design to solve a problem and be able to manage and juggle multiple projects at once. You'll demonstrate exceptional judgement and excellent stakeholder management.

## Why now?

This is a pivotal role in one of the country's most important organisations. In the last year alone, we helped 2.7 million people and there were 43 million visits to our advice website.

But we're not stopping there. As we mark 80 years of being there for everyone and embark on our next organisational strategy, you'll play an important part in ensuring the organisation can innovate and deliver the best service for our clients.

Citizens Advice values diversity, promotes equality and challenges discrimination. We encourage applicants from all backgrounds and particularly welcome applications from disabled people and from black, asian and minority ethnic people, who are under-represented in our workforce.



## Role profile

<b>Band</b>	Officer Upper	
<b>Proficient salary</b>	£28,953 + £3,520 London weighting	
<b>Location</b>	London Office	Low travel required
<b>Team overview</b>	The communications and engagement team works to help people engage with Citizens Advice and understand what we do. The team also helps improve how people across the organisation communicate and provides ways for people to get information they need to do their jobs, and shape ideas and plans.	
<b>Role purpose</b>	Support the implementation of a consistent and quality Citizens Advice brand and visual identity.  Supporting design across external and internal materials (including print, graphic and digital channels) and provide design guidance across the service to ensure our assets effectively engage our audiences.	
<b>Main responsibilities</b>	Key elements/Tasks	% of Time
<b>Deliver a consistent, distinctive and inventive visual identity across communications</b>	<ul style="list-style-type: none"><li>• Implement the Citizens Advice brand guidelines across all outputs and materials and provide design expertise to produce materials.</li><li>• Design, commission and create communication material ensuring all elements are well designed, consistent and user focused.</li></ul>	35
<b>Manage the design of specific products</b>	<ul style="list-style-type: none"><li>• Design / layout specific publications and materials for print using InDesign, PhotoShop, Illustrator and Acrobat to produce print-ready artwork.</li><li>• Commission artwork, design and materials production to ensure that products arrive to deadline and to a high standard.</li><li>• Advise and support other Citizens Advice teams and local Citizens Advice, on design for materials, and use of the brand guidelines.</li></ul>	35

<b>Implement best practice systems and processes</b>	<ul style="list-style-type: none"> <li>• Use and implement best practice processes and tools in branding, design and publications to ensure Citizens Advice materials are of a high quality.</li> <li>• Contribute to the development of online digital templates that the Citizens Advice service can use to produce, adapt and create branded products.</li> <li>• Advise on the design, production and marketing for a range of publicity materials for sale to the network.</li> </ul>	10
<b>Contribute to team development</b>	<ul style="list-style-type: none"> <li>• Contribute to the good and efficient working of the team in delivering against the business plan</li> <li>• Be an active member of team, identifying opportunities for your own development.</li> <li>• Ensure that work undertaken reflects and supports the service's Equality and Diversity Strategy</li> </ul>	10
<b>Finance</b>	<ul style="list-style-type: none"> <li>• Monitor and challenge spend on projects/day to day activities.</li> <li>• Demonstrate financial efficiency and value for money throughout work.</li> </ul>	5
<b>Other</b>	<ul style="list-style-type: none"> <li>• Contribute flexibility to the work of the team</li> <li>• Maintain and develop expertise and insight around emerging design trends</li> <li>• Deputise for senior staff, and supervise administrative staff and volunteers, as required from time to time.</li> <li>• Undertake any other duties as may be reasonably required within the scope of the role.</li> </ul>	5



# Person specification

## ESSENTIAL:

1. Experience in applying design skills in practice, and to publications, materials, social media or web content in a busy communications environment.
2. Experience of applying brand guidelines across a range of outputs.
3. Proven design and layout skills, creativity and attention to detail. A good understanding of good typography.
4. Proficiency in InDesign, Photoshop, Illustrator, Acrobat Pro.
5. Excellent written and oral communications skills, including proven ability to communicate using appropriate styles, methods and timing, including digital channels, to maximise understanding and impact
6. Skilled at working with stakeholders to articulate and present creative design ideas
7. Ability to work effectively in a team.
8. Demonstrable ability to work under pressure, with strong time management and proven to deliver to tight deadlines.

## DESIRABLE CRITERIA

1. Ability to create digital mockups and work with a developer to create your design
  2. An understanding of fundamentals behind HTML and Javascript
  3. Experience of using Google Apps and other collaborative technologies to support teamwork and management.
  4. Experience of working within a complex organisation across multiple geographies.
  5. Ability to work with and manage suppliers
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**Requirements for role** *(candidates will confirm at application stage and at interview)*

- Ability to contribute to an inventive, responsible and generous organisation and team culture
- Proven ability to keep up to date with technology and take individual responsibility for learning new technologies
- Compliance with Citizens Advice policies and procedures, including Health and Safety.
- Willingness to travel within the UK (including overnights) and to work unsocial hours occasionally to meet tight timescales
- Commitment to equality and diversity
- Awareness that Citizens Advice service users 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.