



Product Lead - Remote Advice Platforms 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



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

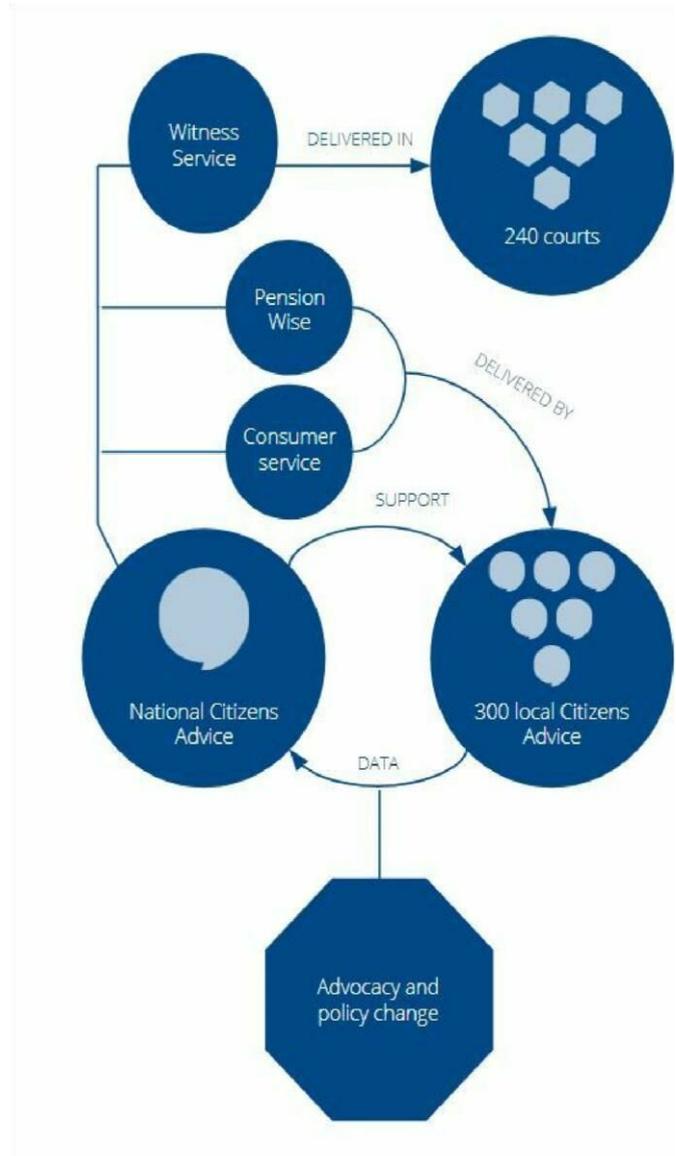
Our network members are all independent charities, delivering services from

- 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 **Data, Customer Journey and Technology directorate** as part of the **Remote Advice Platform** team. Here are 2 ways you can find out more about us:

1. [Citizens Advice - for everyone, for 80 years](#)
2. [Beyond the job pack: 4 staff describe what it's like to work at Citizens Advice.](#)



The role

At Citizens Advice, we have big ambitions to help more clients in more ways to find a way forward. You can read about our 3 year strategic framework launched this year, the Future of Advice, [here](#). To achieve this strategic vision, we need to transform the way we work. A central function of the national Citizens Advice organisation is to support the network of 272 local Citizens Advice across England and Wales. Our support covers a wide range of functions and includes operational and governance support, advice content, IT infrastructure, client management systems, quality assurance, and training.

You will lead a high-profile, business critical, priority team transforming the platforms used by Citizens Advice volunteers to deliver remote advice to the public. This will involve replacing existing telephony and webchat platforms and introducing video chat capabilities to the network. Our phone service alone receives over 4.6 million calls from the public every year and is staffed by thousands of volunteers.

You will be responsible for overall delivery of this transformation effort, which is expected to take up to 2.5 years and will involve discovering requirements, testing and procuring solutions and rolling out new technologies to thousands of volunteers across England and Wales. You will be responsible for ensuring that work is coordinated across a range of teams and departments, with internal and external stakeholders. You will also line manage junior product roles, including one responsible for maintaining our legacy remote advice platforms.

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.

Role profile

Product Lead – Remote advice platforms

Band:	Manager - Upper	
Reporting to	Head of Product	
Proficient salary:	£63,851 plus London allowance (£3,520) where applicable	
Contract:	Permanent	
Location:	Flexible - working from home until our offices reopen	Travel: Moderate travel required (when possible)
Programme overview:	<p>Citizens Advice’s volunteers use telephony and webchat to provide advice to the public. We are embarking on a project to transform the use of these platforms, including procuring new telephony and webchat solutions and introducing video chat.</p> <p>The project will work closely with stakeholders from the nearly 300 independent organisations that make up Citizens Advice as well as with national stakeholders. Over the next 2.5 years we will deliver an agile transition to new platforms in order to deliver on our Future of Advice strategy.</p> <p>The team is multi-disciplinary and involves staff from across the organisation. You will be working particularly closely with product managers, delivery managers, user researchers, user experience designers, service designers, data scientists and strategists. We work closely with colleagues in technology and data and operations.</p>	
Role purpose:	A Product Lead is responsible for delivering value through digital products, platforms, and end-to-end services. In this role, you will be expected to understand and balance user needs and organisational objectives to frame problems and	

	<p>set goals and priorities across multidisciplinary product teams.</p> <ul style="list-style-type: none"> ● create product vision, strategy, and roadmap ● lead a cross-functional product team including user research, design, data, development, and delivery ● articulate the value of products and platforms ● take a client-centred approach and coach other people across the organisation in how to deliver in this way ● establish KPIs, measure impact and reporting on performance ● balance needs of clients, the organisation and funders ● collaborate with developers, technical architects, and DevOps engineers to deliver end-to-end service <p>This role will work collaboratively with the Customer Journey team, the Data team, the Technology team, and our Operational colleagues.</p>	
Key accountabilities	Key elements/Tasks	% of Time

<p>Lead delivery of new platforms</p>	<ul style="list-style-type: none"> ● Lead and be responsible for an agile transformation of Citizens Advice telephony, webchat, and video advice platforms to work for all of our users - clients, volunteers and staff. ● Lead the creation and evolution of Citizens Advice’s remote advice platform vision, strategy, and objectives. Own the roadmap and determine priorities. ● Measure value and use qualitative and quantitative data to inform decisions. Focus on outcomes, not solutions. Translate the vision into prioritised, deliverable goals. Take considered, data-driven decisions and have the humility to learn from mistakes. Track and monitor product performance 	<p>60</p>
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	<p>and user outcomes to iterate and improve on features.</p> <ul style="list-style-type: none"> • Ensure excellent stakeholder engagement and communication across the network. Engage with teams across the organisation to understand priorities, align plans, and communicate with senior stakeholders. Work with non-technical stakeholders to learn from their expertise. • Ensure that the project reflects and supports the service’s Equity, Diversity, and Inclusion Strategy. 	
Leadership	<ul style="list-style-type: none"> • Create a culture of innovation when working across teams, departments and national and local offices. • Build and develop relationships across Citizens Advice, including with key stakeholders in the network. • Develop the credibility and influence to bring people with you. Navigate ambiguity and uncertainty, and support your team to do so. • Focus on seeking constructive outcomes in discussions and giving and facilitating healthy challenge, whilst understanding when and how compromise is beneficial to progress. • Ensure the team knows how their work relates to organisational objectives and user needs. • Compliance with Citizens Advice policies and procedures. 	15
Financial and operational management	<ul style="list-style-type: none"> • Financial ownership: Own the budget and discharge financial control responsibilities, supported by the project’s delivery manager. Prioritise spending based on return on investment and strategic intent for realisation of benefits. Lead procurement processes for new remote advice 	10

	<p>platforms, supported by Citizens Advice's commercial team.</p> <ul style="list-style-type: none"> ● Operational management: Work closely with other operational delivery teams such as information governance, procurement and commercial, projects and planning, finance, learning, and operations. Understand incident management and service support so that products are built effectively. Overcome operational constraints to deliver a successful product or service. 	
<p>Take an active role in the extended leadership team for Customer Journey</p>	<ul style="list-style-type: none"> ● Work closely with the Head of Product, our communities of practice, and discipline Leads to help define and deliver our Customer Journey strategy ● Communicate the value of our work with teams across the organisation to continuously improve how we work together across products, platforms, and services ● Spread your knowledge and mentor other product people in the product community 	<p>5</p>
<p>Manage Senior Product Managers and Product Managers</p>	<ul style="list-style-type: none"> ● Line manage and coach members of the product community as we continue to grow ● Build a team culture in line with our organisational values of inventive, responsible and generous. ● Inspire a culture of learning 	<p>5</p>
<p>Other</p>	<ul style="list-style-type: none"> ● Deputise for the Head of Product and supervise product teams, as required from time to time. ● Undertake any other duties as may be reasonably required within the scope of the role. 	<p>5</p>



Person specification

Essential Criteria

1. Successful track record of leading multidisciplinary teams to deliver high transactional digital products and platforms using agile methodology in a large and complex organisation. This should include agile procurement experience and significant budget management.
2. Extensive experience in understanding and balancing client, organisational, and technical needs and knowing how to balance these when setting product strategy and direction.
3. Extensive experience of researching, prototyping, launching and scaling products, platforms, and end-to-end services from inception to live
4. Ability to embody a product-mindset and be intensely user-focused, using qualitative and quantitative data to track progress against client outcomes.
5. Passionate about Tech for Good and with a proven desire to work in an equity-driven organisation solving complex problems
6. Significant experience working with APIs and microservices architecture, and managing the relationships between interdependent product and platform teams
7. Commitment to sharing your knowledge, having mentored and coached others. Embrace the value that comes from working in the open and sharing with other organisations
8. Strong influencing skills, with the ability to persuade and negotiate with stakeholders of all levels, including CEO, board and trustee level, including communicating methodologies and projects to a diverse, non-expert audience who may be sceptical of a user-first or agile approach.



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.