



Communications Officer (Digital) 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 **Emily Nix**,
Senior Digital Communications Officer, by emailing
emily.nix@citizensadvice.org.uk

Our values

Purpose driven. We always focus on the people who need our help.

People focussed. We recognise, value and reward contributions and talents in an open, fair and meaningful way.

Collaborative. We build relationships across teams and locations to foster innovation and inclusive ways of working.

Transparent. We're open and honest, sharing information early and often whenever we can.

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 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**

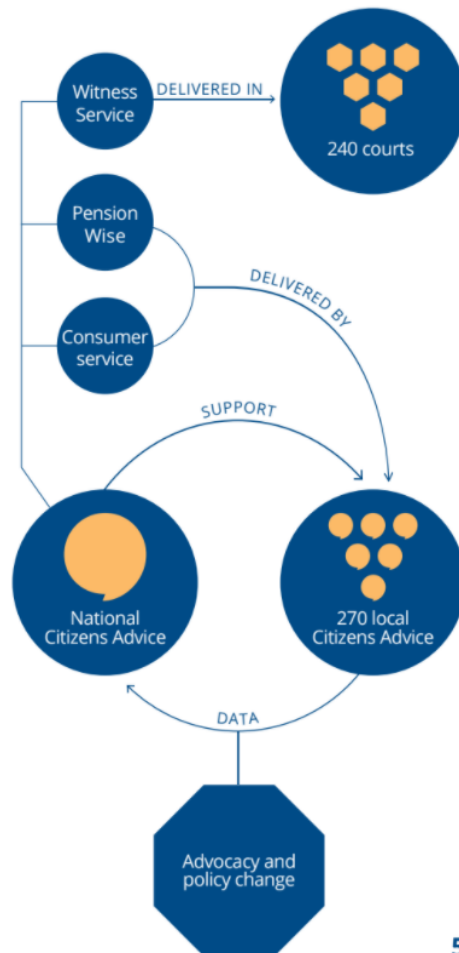
Our network members are all independent charities, delivering services from

- 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.



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The team

The role you're applying for is within the Brand and Marketing team, which forms 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. Collectively, we're responsible for:

- **Running our digital channels**, including our [Medium blog](#), our social media channels and our google ads account
- **Reaching external audiences**, such as the general public, partners and funders, **using brand building and targeted marketing activity** to drive awareness, consideration and usage of our services and advocacy for our brand
- **Delivering innovative and engaging internal communications** to engage our 30,000 staff and volunteers, including our network of over 270 local Citizens Advice
- **Running a programme of online and face to face events** throughout the year, across the country
- **Supporting internal teams and our network of local Citizens Advice** to engage external audiences in innovative ways through their local channels

Here are 3 ways you can find out more us:

1. See some examples of **what we achieved in 2020** (<https://wearecitizensadvice.org.uk/looking-back-at-2020-166a08088a03>) and how we've supported the people we help during the pandemic (<https://wearecitizensadvice.org.uk/how-the-pandemic-has-affected-the-people-we-support-and-how-we-continue-to-help-them-find-a-way-8926e249f180>)
2. See highlights from a **recent social media campaign**: <https://wearecitizensadvice.org.uk/how-weve-been-delivering-adviceathome-31d727777dd1>

3. Read about **what it's like to work at Citizens Advice:**

<https://wearecitizensadvice.org.uk/search?q=beyond%20the%20job%20pack>



The role

About the job

We're looking for a motivated and enthusiastic communications officer to join our communications and engagement team and help us develop new and existing ways to reach our audiences.

You'll be joining a collaborative, fast paced, creative and high-performing team responsible for engaging key audiences including our staff, the extensive local Citizens Advice network and the general public with our work, using a range of channels including digital, events and print material.

About you

You'll be joining a busy and energetic team and you'll need to get stuck in straight away.

- You'll be great at working with stakeholders across the organisation to plan, implement and evaluate digital communication plans
- You'll have a wide range of skills from developing and delivering effective communications strategies to creating content for digital channels including social media, blogs and newsletters
- You'll have an eye for timely, reactive content and know when to deploy different tactics to engage internal and external audiences
- You'll thrive working in a busy, proactive team and be an excellent writer



Role profile

Band	Officer	
Reporting to	Senior Officer	
Proficient salary	£30,668 plus London Allowance of £3,520 (if applicable) and £1500 out of hours allowance	
Location	Flexible across England and Wales	Medium travel required
Team overview	The communications and engagement team is responsible for all of our internal and external communications to influence and engage our varied audiences. We use a range of channels including social media, paid advertising, events and print materials.	
Role purpose	Proactively deliver communications stories and projects, to take forward our priorities, manage change, and achieve our aims. To use and develop our communications channels, including social media, video, audio, blogs and other digital content to effectively to engage internal and external audiences.	
Main responsibilities	Key elements/Tasks	% of Time
Deliver digital communication strategies and projects	<ul style="list-style-type: none">• Use social media, blogs, paid advertising and workplace channels to drive engagement• Develop Citizens Advice's digital communication channels and communities including social media, video, audio, blogs and other digital content• Apply robust editorial processes and content design approaches to digital content to ensure that it meets user needs• Manage digital content design and production, proactively finding stories and communications opportunities across the organisation• Ensure that work undertaken reflects and supports equity and diversity	50
Deliver specific digital communications campaigns	<ul style="list-style-type: none">• Work closely with the senior digital communications officer and across teams to create engaging content	20

	<p>including emails, presentations, blogs, social media and other copy</p> <ul style="list-style-type: none"> • Deliver specific digital communications campaigns, working with teams across the organisation • Support and develop digital communications capability with staff and the Citizens Advice network. Provide advice and training where appropriate 	
Implement best practice systems and processes and provide general comms support	<ul style="list-style-type: none"> • Keep up to date, use and implement best practice systems and processes to ensure the Citizens Advice service is leading the way in our engagement and communications • Manage your own day to day activities to deliver tasks on time and to the required standard while gaining experience and expertise in communications • Provide general comms support to teams as requests come in • Maintain systems such as social media monitoring and planning and editorial processes to ensure digital content meets user needs 	10
Contribute to team	<ul style="list-style-type: none"> • Be an active member of the team, identifying opportunities for your own development • Contribute to the strategic planning process and good and efficient working of the team in delivering against the business plan • Compliance with Citizens Advice policies and procedures, including health and safety • Undertake any other duties as may be reasonably required within the scope of the role 	10
Equality, Diversity and Inclusion	<ul style="list-style-type: none"> • Considerations around equity, diversity and inclusion should be woven into all the above key responsibilities • In addition all team members are asked to proactively contribute ideas and thoughts about how we can be more equal, diverse and inclusive 	5
Other	<ul style="list-style-type: none"> • Undertake any other duties as may be reasonably required within the scope of the role 	5



Person specification

Essential Criteria

1. Proven ability in developing effective communications strategies from planning to evaluation across off and online channels to meet audience needs.
2. Ability to create and develop effective messaging and creative content (including videos, photos and audio) across our platforms and channels including social media, blogs and emails.
3. Ability to monitor news, social media and other external factors to create reactive content in collaboration with other teams.
4. Excellent written and oral communications skills, including proven ability to communicate using appropriate styles, methods and timing and the ability to work with different teams and stakeholders at all levels.
5. Demonstrable ability to work under pressure and deliver to tight deadlines with a willingness to work out of hours.

Desirable Criteria:

1. Experience of using Google Apps and other collaborative technologies to support teamwork and management.
2. Experience of producing and editing video content.
3. Experience of working within a complex organisation across multiple geographies.

4. Ability to solve problems creatively.
5. Experience of social media management tools including Sprout Social and analytics tools including Google Analytics.
6. Ability to use and tell stories, including case studies, to maximise understanding and impact of communications campaigns.

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
- Willingness to travel within the UK (including overnights) and to work unsocial hours occasionally to meet tight timescales
- Commitment to equality, diversity and inclusion
- 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. EQUITY AND DIVERSITY

Citizens Advice recognises the positive value of diversity, promotes equity 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, gender, colour, sex, gender identity, 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](#).



Equity 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.](#)