



# Head of Policy & Campaigns, Wales

## 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 **Matthew Upton** or **Rhiannon Evans** by emailing [matthew.upton@citizensadvice.org.uk](mailto:matthew.upton@citizensadvice.org.uk) or [rhiannon.evans1@citizensadvice.org.uk](mailto:rhiannon.evans1@citizensadvice.org.uk)

# Our values

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

**People focused.** 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 290 independent local Citizens Advice services across England and Wales. In Wales we have a network of 19 local Citizens Advice - all individual charities, staffed by nearly 800 dedicated volunteers and paid staff. We deliver advice from over 375 community locations in Wales, as well as offering services over the phone and online.

**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 250 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

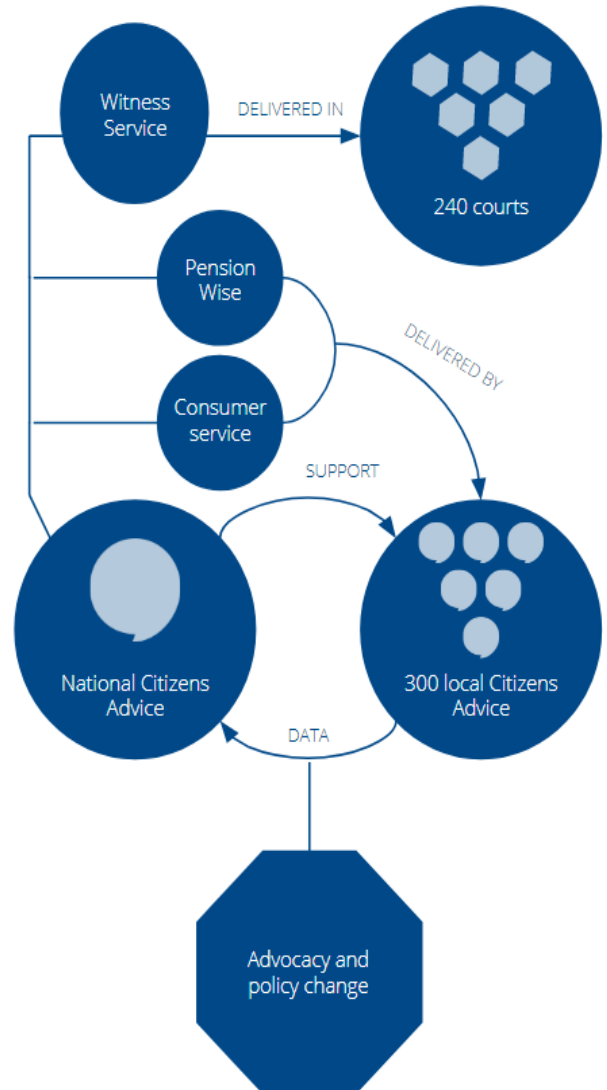
Our network members are all independent charities, delivering services from

- 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 **Advice & Advocacy** directorate and in the **Wales Policy & Campaigns** team. Here are **2** ways you can find out more about us:

1. Find out more about the areas we work on and our recent publications on our website [here](https://www.citizensadvice.org.uk/about-us/our-work/policy/policy-research-topics/citizens-advice-cymru-wales-policy-research/)  
<https://www.citizensadvice.org.uk/about-us/our-work/policy/policy-research-topics/citizens-advice-cymru-wales-policy-research/>
2. Find out what we've been saying recently [here](https://wearecitizensadvice.org.uk/)  
<https://wearecitizensadvice.org.uk/>
3. Follow us on Twitter @citizensadvice
4. Find out a bit more about what it's really like to work at Citizens Advice [here](https://wearecitizensadvice.org.uk/beyond-the-job-pack-305976d4b8d7)  
<https://wearecitizensadvice.org.uk/beyond-the-job-pack-305976d4b8d7>



## The role

We are looking for an outstanding person to lead our Wales Policy and Campaigns team based in Cardiff.

This is an exciting opportunity to work on the big issues facing people across England and Wales today, joining a team with a track record of achieving change.

We're an organisation with a relentless focus on making society fairer. Each year we help 2.7 million people to solve their problems across England and Wales. This data and our reputation give us unparalleled influence. We have a unique insight into emerging trends and issues affecting people, and we use it to work with government, regulators and industry to improve people's lives.

This role will work closely with colleagues across the organisation to maximise the impact we have for our clients in Wales. In Wales we have a network of 19 local Citizens Advice - all individual charities, staffed by nearly 800 dedicated volunteers and paid staff. We deliver advice from over 375 community locations in Wales, as well as offering services over the phone and online.

This could include leading work on devolved issues such as housing and health & social care policy, but also promote and influence around our GB work in Wales ranging from universal credit to household debt.

You will be responsible for a programme of policy research, and will lead campaigns, public affairs and news work within Wales. You'll work across policy areas and support junior members of the team to reach their potential. Our strong brand will give you unique opportunities to engage with those who have the power to make change. You'll influence Ministers, Members of the Senedd, MPs and civil servants, regulators and industry bodies on behalf of the people who rely on Citizens Advice.

We're looking for someone with a wide range of skills, from exceptional judgement and excellent stakeholder management, to being able to lead in a large organisation.

Our commitment to flexible working extends to where we work. As Covid restrictions ease, Citizens Advice are moving towards a permanent mix of office and home based working which will give much more choice to staff, while still maintaining the best of collaborative working.

We particularly welcome applications from disabled and Black, Asian and Minority Ethnic (BAME) candidates as BAME and disabled people are currently under-represented throughout Citizens Advice. We are a member of the race equality campaign at Business in the Community, the Prince's responsible business network and are committed to improving employment opportunities for ethnic minorities across the UK. We also welcome applications from LGB and Trans and non binary candidates.

We have made a positive commitment to employing disabled people and guarantee to interview all disabled candidates who meet the minimum essential criteria for the role as set out in role profiles.



## Role profile

<b>Proficient salary:</b>	£54,814	
<b>Location:</b>	Cardiff (flexible to other locations)	
<b>Team overview:</b>	Management of Senior Policy Officers & Policy Research Asst Wales, Senior Campaigns Officer, Wales and Public Affairs Officer, Wales (currently 4 staff)	
<b>Role purpose:</b>	<p>Play a key role in the high profile, high impact policy work of Citizens Advice across multiple areas. Lead the development of and managing the effective delivery of the Citizens Advice strategy and work programme for Wales policy, campaigns, public affairs, media and research work.</p> <p>Lead and manage the Wales Policy and Campaigns team to deliver research and analysis into the experiences of people and consumers, develop effective, well reasoned policy solutions and work to influence and secure policy change at a Wales and GB level.</p> <p>Design and deliver a programme of influence including media work directed at policy makers and service deliverers in Wales including specifically Welsh Government Ministers and private and public sector delivering in Wales.</p>	
<b>Key accountabilities</b>	<b>Key elements/Tasks</b>	<b>% of Time</b>
<b>Lead the development and implementation of an overarching strategy/business plan for policy and campaigns work in Wales</b>	<p>Lead the development and implementation of the Wales strategic influencing plan. Including policy responses, consumer education, empowerment of local Citizens Advice and Citizens Advice Cymru to achieve policy change.</p> <p>Develop Wales strategy into workable programmes and projects, securing and allocating resources to deliver these.</p> <p>Ensure the Wales strategy is developed with reference to the Cymru Committee and national Trustee Board and is fully integrated across team work plans within Wales and other relevant divisions and the Citizens Advice Service, seeking input from colleagues in Scotland, Wales and Northern Ireland.</p>	30%

	<p>Lead evaluation of Wales Policy and Campaigns projects 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>Build team and service wide capability</b>	<p>Build the capacity and capability of Wales Policy and Campaigns Team to improve the Citizens Advice capability in Wales.</p> <p>Develop and implement best practice systems and processes to ensure that Citizens Advice is ready to take advantage of new developments within policy influence and campaigns work in Wales.</p>	10%
<b>Leadership and Influence</b>	<p>Advise the Executive team, Senior Management Team, Wales Leadership Team and Citizens Advice service on political and wider influencing strategies and tactics in and affecting Wales.</p> <p>Represent Citizens Advice externally to partners and stakeholders at Welsh Government Ministerial level, senior government official and with other external partners and stakeholders at a senior level. Act as responsible owner for key stakeholder relationships in Wales.</p>	30%
<b>Lead and develop a highly motivated team</b>	<p>Lead a multi-disciplinary team and line manage such staff as may be allocated to the postholder through:</p> <ul style="list-style-type: none"> <li>- Creating a positive working environment in which equality and diversity are central, and staff can do their best</li> <li>- Planning and allocating work, monitoring achievement of deadlines, ensuring effective outputs which are delivered on time and are well-written, politically astute, and analytically robust and supporting staff as appropriate</li> <li>- Managing performance and development, mainly through regular supervision sessions and the talent talk processes</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</li> </ul>	20%

	procedures, including Health and Safety.	
<b>Management of budgets</b>	<p>Management of budgets within the team, setting budgets for individual policy and campaigns projects, delivering policy and campaigns projects within agreed budgets liaising with finance where appropriate and complying with procurement, budgeting and reporting requirements.</p> <p>Commission external research and manage contracts in keeping with the organisation's approach to procurement.</p> <p>Support financial efficiency and value for money throughout the department</p>	5%
<b>Other</b>	<p>Provide constructive critical challenge to priority projects and developments within Wales and across the Citizens Advice service.</p> <p>Deputise for senior staff including the Director Citizens Advice Cymru, as required from time to time.</p> <p>Contribute flexibly to corporate priorities, including occasional travel and out of hours availability.</p> <p>Undertake any other duties as may be reasonably required within the scope of the role.</p>	5%





# Person specification

## Essential Criteria

- 1 Proven ability to manage the development of an influential policy research programme, under a broad work theme.
- 2 Proven ability to spot and seize media opportunities and an understanding of the media landscape in Wales
- 3 Understanding of what really makes senior decision makers change policy and practice, using both formal and informal routes.
- 4 Exceptional written and oral influencing skills.
- 5 Ability to create an inventive, responsible and generous team culture in line with our values, in which equality and diversity are well managed and staff can do their best.
- 6 Strong ability to plan, manage and allocate multiple programmes of work, manage performance and development, and support staff.

## Desirable Criteria:

1. The ability to communicate orally and in writing in the Welsh language.

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## Requirements for role *(candidates will confirm at interview)*

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

We would also be open to secondments.

#### **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](#). [on our website](#):

<https://www.citizensadvice.org.uk/about-us/job-and-voluntary-opportunities/citizens-advice-job-opportunities/citizens-advice-staff-benefits/>



# 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.](https://www.citizensadvice.org.uk/about-us/job-and-voluntary-opportunities/citizens-advice-job-opportunities/guaranteed-interview-scheme/)  
<https://www.citizensadvice.org.uk/about-us/job-and-voluntary-opportunities/citizens-advice-job-opportunities/guaranteed-interview-scheme/>
- **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.](https://www.gov.uk/guidance/disability-confident-how-to-sign-up-to-the-employer-scheme)  
<https://www.gov.uk/guidance/disability-confident-how-to-sign-up-to-the-employer-scheme>
- **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.](https://www.citizensadvice.org.uk/about-us/about-us1/equality-and-the-citizens-advice-service/equality-and-diversity-forum/)  
<https://www.citizensadvice.org.uk/about-us/about-us1/equality-and-the-citizens-advice-service/equality-and-diversity-forum/>

Our commitment to equality runs through everything we do - read about our aspirations in our new [Future of Advice](https://www.citizensadvice.org.uk/about-us/about-us1/future-of-advice-our-strat) strategy.

<https://www.citizensadvice.org.uk/about-us/about-us1/future-of-advice-our-strat>

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