



Working with us: Digital Advice and Content Team Manager

Job pack – April 2019



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A note from our CEO, Derek Mitchell

“Thank you for your interest in joining the Citizens Advice Scotland team. Our employees play a critical role in helping to make society fairer, and in supporting our network of Citizens Advice Bureaux across Scotland.

We hope this pack will give you the information you need to decide if a role with us is right for you. We rely on each member of the team to bring their own unique skills, experience, views and commitment to our goals – it’s that combination which makes our organisation what it is.

The Citizens Advice network in Scotland provides much-needed advice and information to people of all walks of life, on a huge range of issues. We give a piece of advice every 19 seconds – face to face, online and by phone. The services we and our members provide make a difference in communities across Scotland and the rest of Great Britain, ensuring people are aware of their rights. It’s a powerful thing to be part of.

We look forward to hearing from you if you decide to apply, and to learning more about what you can bring to this role, and to the team.”



Derek Mitchell, CEO
Citizens Advice Scotland



About Citizens Advice Scotland

The Citizens Advice network in Scotland is the largest independent advice service in the country. Citizens Advice Scotland is a charity within this network – we act as a national organisation supporting and representing the service as a whole and the interests of citizens.

At the heart of the network there are 60 individual citizens advice bureau organisations across Scotland, all operating as independent charities in their own right, and generally focusing on providing support directly to clients. Each of these organisations is a member of Citizens Advice Scotland. Also providing significant added value are the national elements of the service run out of Citizens Advice Scotland, such as the Extra Help Unit.

We believe that every citizen should have access to free, impartial and confidential advice that helps them make informed decisions, whenever they need it and however they choose to access it. Whether that's face-to-face, over the phone or online, people know that wherever they see the familiar blue and yellow of our brand, they are guaranteed the same high quality of free, impartial and confidential advice.

Find out more at www.cas.org.uk.

About the role

- > **Job title:** Digital Advice and Content Team Manager
- > **Location:** Edinburgh
- > **Hours per week:** 35
- > **Type of contract:** Permanent
- > **Appointable salary range:** £29,820 - £32,000 per annum, commensurate with experience
- > **Full salary range:** £29,820 - £36,446 per annum

- > **Closing date:** Friday, 19 April 2019, 5pm
- > **Interviews:** Tuesday, 30 April 2019

About the job

The Digital Advice Content Team Manager is the product owner for Citizens Advice Scotland's digital content. This comprises of managing the delivery of high quality digital advice and other content, making sure it is accessible and driven by user needs. The role will also oversee and manage the work to develop a website in order to meet the advice needs of the public and for the Citizens Advice network in Scotland as a whole.

Employee benefits

Citizens Advice Scotland offers excellent terms and conditions, including a total of 40 days leave (including public holidays) and a pension scheme with an 8% employer contribution. We have a flexitime scheme which enables our employees to work flexibly in line with organisational requirements, and as an inclusive employer we are happy to consider other flexible working arrangements where appropriate. For more details of some of the other benefits on offer to our employees, please see the section on Employee benefits below.

How to apply

To apply for this role, please send completed copies of the **Personal Details Form**, along with your current **CV** to: recruitment@cas.org.uk

In addition, we ask you to provide a **written statement** with examples which demonstrate how you meet the requirements of the post, as set out in the job description and person specification.

Equality & diversity monitoring

To help Citizens Advice Scotland monitor equality and diversity statistics please return the Equality & Diversity Monitoring Form **separate** from your other application documents by emailing it to: equalitymonitoring@cas.org.uk



Job description

- > **Position:** Digital Advice and Content Team Manager
- > **Responsible to:** Director of Customer Journey
- > **Line manager responsibility:** Yes, 7 direct reports
- > **Budget responsibility:** Yes

Key responsibilities

Digital Advice and Content

- > Continuously review Citizens Advice Scotland's digital content services and platforms, overseeing the production of timely, accurate and useful digital information / content
- > Allocate workable projects and resources against Citizens Advice Scotland's strategic plan, client needs and the external landscape
- > Manage the team's budget, demonstrating financial efficiency
- > Lead a dynamic, agile team to deliver digital advice content, considering user needs, policy changes, legal developments and organisational resources
- > Create a positive working environment in which equality and diversity are well managed and employees are empowered and motivated to achieve good outcomes
- > Build relationships with internal and external stakeholders to facilitate the delivery of the digital advice strategy
- > Review the current information provision and lead the development of an overarching digital strategy that meets the full range of user needs in the most effective way, overseeing the production of timely, accurate and useful digital information /content
- > Interpret user insight and performance data to inform decisions about planning, prioritising and iterating content

Web Project Lead

- > Co-ordinate and lead the work to develop a new website for the Citizens Advice network in Scotland, including:
 - o discovering and validating business and technical requirements and parameters
 - o planning project life-cycle, objectives and deliverables, and resources required
 - o selecting, liaising with and managing relevant agencies and contractors (e.g. UX, web design, web development)
- > Oversee the exploration, evaluation, design and implementation of technical solutions
- > Manage the project budget, meeting cost standards and requirements
- > Ensure and measure the effectiveness of the project

- > Provide project status reports by collecting, analysing, and summarising data and inputs

Authorities and limitation

- > Development of the strategic, work and project plans in consultation with Senior Leadership Team, managers and relevant teams
- > Authority to lead the delivery of high quality digital advice and other content, making sure it is accessible and driven by user needs
- > Product owner for digital content services, platforms and website
- > Responsibility for the capacity of the Digital Advice and Content team to improve the organisation's capability to meet user needs through quality online content
- > Provision of expert insight and advice to the Executive Team, Senior Leadership Team and other senior stakeholders when required

Problem solving

- > Problem solving and role complexity will be mostly around operational and strategic issues, establishing and maintaining quality measures and standards
- > Expected to manage multiple and competing projects and to prioritise effectively

The above job description is not exhaustive and is clarified to include broad duties inherent in the post.

Person specification

Knowledge, skills and experience

Essential

- > Strong planning and organising skills, and the ability to manage both yours and the team's workload as well as projects with multiple tasks, priorities and tight deadlines
- > Experience of developing and contributing towards content strategies and teams to meet user needs and maintain standards
- > Excellent written and oral communication skills, including writing for the web, report writing and presentation skills
- > Experience and demonstrable understanding of how to design content to meet user needs and communicate key messages to a generalist audience online
- > Effective people management skills, with the ability to create a positive working environment and to encourage a collaborative team environment and innovation
- > Proven skills in influencing, communicating and working collaboratively with stakeholders and colleagues to prioritise development and delivery
- > Ability to set and manage budgets
- > Experience of leading change and project management, successfully challenging and removing barriers to service delivery
- > Ability to understand the use and potential of digital products and services and to assess and respond to the impact of these on users

Additional requirements

- > Willingness and ability to travel within Scotland and occasionally within the rest of the UK involving work out with normal office hours and overnight stays
- > Understanding of and commitment to the aims and principles of the Citizens Advice service
- > Understanding of and commitment to equality and the positive value of diversity

Employee benefits

Our people make Citizens Advice Scotland a great place to work and we offer a wide range of benefits to value their contributions. To get an idea of what benefits you receive when working with us, we have listed a few examples below.

Work-life balance



- > **Flexible working and flexitime:** get the flexibility as to how and when you work to suit both your and the organisation's needs.
- > **Generous annual leave:** spend time away from the office to relax and unwind with a total of 40 days leave per year.

Health and wellbeing



- > **Fresh Fruit:** enjoy a weekly array of complimentary fresh fruit in the office.
- > **My Gym Discounts:** join gyms, health clubs, leisure centres, yoga studios, boot camps and outdoor activities at a discounted rate.

Financial benefits



- > **Pension scheme:** save for your future with an 8% employer and 4% employee contribution.
- > **Capital Credit Union:** access ethical financial services with a credit union membership.

Other benefits



- > **Season ticket loan:** take out an interest-free season ticket loan to save on travelling to and from work
- > **Salary sacrifice schemes:** in addition to Cycle2Work and Childcare Vouchers, sign up to a scheme to purchase everyday technology.
- > **Recognition scheme:** thank and reward your colleagues who have gone the extra mile or delivered a great piece of work.

When joining Citizens Advice Scotland you have access to many other great benefits, all aiming to support the organisation's biggest asset – our people.

www.cas.org.uk



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The Scottish Association of Citizens Advice Bureaux – Citizens Advice Scotland. Scottish charity (SC016637) and company limited by guarantee (89892)