



## Working with us:

Senior Officer (Brand & Digital)

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Job pack – June 2019

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## A note from our CEO, Derek Mitchell

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“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

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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 59 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](http://www.cas.org.uk).

## About the role

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- > **Job title:** Senior Officer (Brand & Digital)
- > **Location:** Edinburgh
- > **Hours per week:** 35
- > **Type of contract:** Permanent
- > **Appointable salary range:** £27,810 - £30,000 per annum, commensurate with experience
- > **Full salary range:** £27,810 - £33,990 per annum
  
- > **Closing date:** Friday, 21 June, 5pm
- > **Interviews:** Thursday, 4 July 2019

## About the job

The Impact team at Citizens Advice Scotland seeks to achieve positive change through two main routes:

- > Informing and empowering individuals to take action through information, education and campaigning
- > Changing policy, practice and law

We work with governments, regulators and business at a UK and Scottish level on improving areas of particular detriment, undertake research and deliver awareness and education campaigns.

The Senior Officer (Brand & Digital) will be responsible for the planning and delivery of the Citizens Advice network's digital channels and ongoing development and maintenance of the brand.

## 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

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



## Job description

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- > **Position:** Senior Officer (Brand & Digital)
- > **Responsible to:** Head of Communications
- > **Line manager responsibility:** No
- > **Budget responsibility:** Yes

### Key responsibilities

- > Develop, manage and maintain Citizens Advice Scotland's digital and social media channels and brand proposition
- > Take ownership of and improve Citizens Advice Scotland's corporate website, optimising user experience and impact
- > Deliver digital and data driven marketing which is aligned to and supports the organisation's internal communications strategy
- > Provide subject matter expertise on marketing to develop and enhance the Citizens Advice brand across all digital platforms and social media
- > Manage a small number of contracts with external agencies and suppliers providing brand, digital and social media services
- > Analyse, evaluate and report on the impact of internal communications based on agreed measures and robust data
- > Work with colleagues to manage and organise project timelines and deliverables
- > Develop and deploy of best practices to improve the impact of marketing, identifying lessons learned and driving continuous improvement
- > Develop and implement procedures to ensure the network is supported in the ongoing maintenance and upkeep of templated Citizens Advice Bureaux websites
- > Contribute to creating an innovative, fast paced, supportive team culture which builds greater individual accountability by proactively contributing ideas and taking responsibility for the delivery of work and own personal development

### Accountability and Decision Making

- > Is responsible for the Citizens Advice networks digital and social media channels and brand proposition in conjunction with colleagues and the Head of Communications and in line with the organisation's strategic framework
- > Has autonomy to develop impactful marketing strategies and techniques within the organisation's existing brand guidelines and policies
- > Provides expert insight and advice on marketing to the Impact Team, Citizens Advice Scotland and the Citizens Advice network

- > Holds responsibility for the delivery of projects on time and within allocated budget
- > Holds responsibility for managing projects and pieces of work independently, with minimal supervision

### **Problem solving and Complexity**

- > Problem solving and role complexity will be mostly around campaigning and influencing issues, establishing and maintaining quality measures and standards
- > Expected to manage multiple and competing campaigns and to prioritise effectively within the parameters of the Impact Workplan

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



## Person specification

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### Knowledge, skills and experience

#### Essential

- > Relevant experience of working in a digital marketing and social media role including planning, implementing and evaluating the work to change websites
- > Ability to understand Citizens Advice Scotland's target audiences to decide on marketing tactics based on their needs
- > Ability to co-ordinate, plan and prioritise tasks to meet tight schedules and deadlines, working both independently and collaboratively
- > Excellent communication skills, including the ability to write in a compelling, accurate and convincing way for a diverse range of people
- > Experience of writing tenders, scoring and awarding work, managing external agencies and suppliers to achieve excellent value for money and deliver accountable results
- > Excellent stakeholder engagement and networking skills to build collaborative and strong internal and external relationships
- > Awareness of changing trends and new tools in digital and data-driven marketing and an understanding on how to utilise them effectively
- > Ability to understand the use and potential of digital products and services and to assess and respond to the impact of these on users
- > Experience of budgeting and resource management

#### Desirable

- > Membership of a Chartered Association such as CIPR, IDM or CIM
- > Experience of industry awards
- > A good eye for design and making the Citizens Advice Scotland brand go the extra mile
- > Project management qualification
- > Deep understanding of the Scottish Citizens Advice network brand, as a charity and a membership organisation, and where we live in the Scottish third sector landscape
- > Demonstrable technical digital marketing skills including data-driven marketing

#### 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

## Employee benefits

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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](http://www.cas.org.uk)



[@CitAdviceScot](https://twitter.com/CitAdviceScot)



[CitizensAdviceScotland](https://www.facebook.com/CitizensAdviceScotland)

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