



Working with us:

Digital Advice Content Researcher
and Writer

Job Pack – October 2021



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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 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.

Citizens Advice Scotland is committed to promoting diversity and inclusion. We offer a range of family friendly, inclusive employment policies and flexible working arrangements to support all our staff. We are also committed to equality of opportunity for all and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.

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

About the role

- > **Job title:** Digital Advice Content Researcher and Writer
- > **Location:** Edinburgh office with options for blended working*
- > **Hours per week:** 35 hours per week
- > **Type of contract:** Permanent
- > **Appointable salary range:** £26,000 - £28,000 per annum, commensurate with experience
- > **Full salary range:** Under review
- > **Closing date:** 09 November 2021
- > **Interviews:** TBC

About the job

The Digital Advice Content Team's primary role is to provide digital advice content for Scotland.

In this role you will research and write clear, accurate and up to date digital advice content which will be used by advisors in bureaux and by the public. You will ensure that our written sources of advice meet the advice needs of Scottish citizens and support our network of bureau advisers. You will also work with other teams in Citizens Advice Scotland and our partners to ensure that our digital advice content responds to legislative change, reflects innovation in service delivery, supports the policy and campaigning work of the organisation and meets the advice needs of our website users.

This role offers you the opportunity to work at the heart of supporting Scotland's largest independent advice network and to make an invaluable contribution to citizen's lives.

*This role is based in our Edinburgh office. As a result of the COVID-19 crisis, the majority of CAS staff are still working from home, however we are now starting a transition towards a return to the office. This will be carefully planned and managed in accordance with the latest Scottish Government guidance and public health advice. Candidates should be prepared to attend the office on their first day for an induction, after which they will be able to work from home initially. Going forward, attendance at the office will be required, however CAS are introducing a blended working policy to allow our employees to balance their time attending the office with time working from home.

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 by **09 November 2021, 5pm**.

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 Content Researcher and Writer
- > **Responsible to:** Digital Advice Content Manager
- > **Line manager responsibility:** No
- > **Budget responsibility:** No

Key responsibilities

- > Research and write clear, accurate, up to date and relevant digital advice content for use by advisers in bureaux and by the public
- > Identify users' needs by analysis of evidence and data gathered – from user testing, user feedback, Google Analytics, Citizens Advice Scotland client data and through a range of pro-active steps, including engagement with stakeholders
- > Contribute to improving and developing the effectiveness of information for advisers and the public
- > Undertake development work including creating new digital content formats/conventions and planning/managing changes in publishing technology
- > Contribute to achieving the goals identified in the CAS Strategy and team work plans
- > Provide assessments, including, where appropriate, detailed commentary on the suitability for Scottish citizens of information produced by outside agencies in both Scotland and the UK
- > Work with other Citizens Advice Scotland sections in particular the Social Policy and Training teams to identify issues of common concern and undertaking work jointly
- > Work with Citizens Advice (England and Wales) and on aspects of digital information which have a UK wide dimension, including checking that new UK wide content is accurate and relevant for Scottish advice website users and the development of a new content management system
- > Support Scottish bureaux through the provision of a consultancy service to Scottish Citizens Advice Bureaux and ongoing communication about strategic developments affecting the digital information system.
- > Undertake any other duties as appropriate, as required by the Digital Advice Content Manager

Accountability and Decision Making

- > Postholder has responsibility for ensuring the accuracy of their content published on the relevant digital information system
- > The post holder is expected to exercise editorial judgement covering a wide range of expertise, consulting the team's publishing guidance without the need for input from the Manager unless in particularly complex cases
- > The post holder is expected to make decisions within known boundaries and make recommendations to the Team Manager for decision of more complex or unprecedented circumstances
- > The post holder is expected to work autonomously to resolve queries from Bureau Advisers, public or external subscribers using the digital information system

Problem solving and Complexity

- > Complexity comes from the wide variety of areas in which the post holder is expected to be able to research and understand, interpreting information from a variety of reliable legislative sources, guidance and, where appropriate case-law
- > The post holder must determine what to write for digital content and make decisions about level of detail with minimal input from Team Manager, taking into consideration Digital Advice guidance published by the team
- > Most problems encountered will require some level of investigation and exploration, and in more difficult or complex situations should be discussed with the Team Manager
- > Complexity may arise from resolving queries from Bureau Advisers, public or external subscribers using the digital information system.
- > The post holder must be able to identify new research writing project with the ability to analyse the complexity around user experience and advice needs

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

- > Educated to degree level or qualified by experience
- > Considerable experience of content writing, copy writing, or another relevant form of experience with demonstrable written communication skills
- > Demonstrable ability to regularly produce digital content that communicates complex information clearly, accurately and accessibly for both specialist and generalist audiences
- > Strong analytical skills to establish user need using a range of data sources and evidence including Google Analytics
- > The ability to research, assimilate and organise complex information, including primary and secondary legislation into advice content quickly and effectively
- > Proven capacity to work with accuracy and attention to detail under the pressure of deadlines
- > Ability to demonstrate a good knowledge of Scottish parliamentary processes and a good understanding of the devolved areas of Scottish law
- > Ability to work on own initiative, organising and prioritising workload to meet agreed targets
- > Flexibility to be willing and able to take on a range of tasks shared across the team
- > Commitment to working as part of a team, contributing to the overall strategic goals of the team and Citizens Advice Scotland

Desirable

- > Experience of writing web content following the principles of good UX design
- > Knowledge and understanding of advice topics that may affect clients of Citizens Advice Bureaux, other agencies and the public
- > Experience of work within the voluntary sector

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



- > **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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[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)