



## Working with us:

Content Researcher and Writer

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Job Pack – November 2023



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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.

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

## Employee Benefits

Our people are our greatest strength and make Citizens Advice Scotland a great place to work. We place our people at the forefront of everything we do, and we offer a wide range of benefits to show how much we value everyone who works for us.

### Work-life balance



- > **35 hour full time working week**
- > **Flexible working opportunities for everyone**
- > **Flexitime system**
- > **Blended/Hybrid Working**
- > **Generous leave:** 30 days annual leave + 10 days public holiday

### Health and wellbeing



- > **Occupational Sick Pay:** up to 6 months full pay and 6 months half pay dependant on length of service
- > **Life Assurance Scheme:** financial security and reassurance for employees and their families.
- > **My Gym Discounts:** join gyms, health clubs, leisure centres, yoga studios, boot camps and outdoor activities at a discounted rate.
- > **Annual On-site Employee Health Checks**
- > **Employee Counselling Service**

### 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.
- > **Independent Financial Advice**
- > **Access to Employee Benefits/Discounts:** including special offers, discounts and deals from over 200 suppliers

### Other benefits



- > **Generous Maternity, Adoption and Paternity Pay**
- > **Enhanced occupational Sick Pay**
- > **Family Friendly Policies and Support**
- > **Season ticket loans:** take out an interest-free season ticket loan to save on travelling to and from work
- > **Salary sacrifice schemes:** Various schemes including Cycle to Work and Home Technology schemes.
- > **Paid time off to volunteer**
- > **Learning and Developing Opportunities for all**

## About the role

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- > **Job title:** Content Researcher and Writer
- > **Location:** Edinburgh (with options for Blended Working)
- > **Hours per week:** 35
- > **Type of contract:** Permanent
- > **Job Level and Salary Scale:** Level 4 (£29,948 - £36,603) per annum\*

\*The successful candidate's salary will be determined in line with their skills and experience. New employees are normally appointed at the lower end of the salary scale and potential candidates should not expect to be appointed above the midpoint of the salary scale.

- > **Closing date:** 10 December 2023, 5pm
- > **Interviews:** 18-19 December 2023

## 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, 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.



## 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:** Content Researcher and Writer
- > **Responsible to:** Operations 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 Digital Advice Content Team's Strategic Plan and the current work plan
- > 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 Standards teams to identify issues of common concern and undertaking work jointly
- > Work with Citizens Advice (England and Wales) and Northern Ireland Association of Citizens Advice Bureaux 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. To research and write reports, updates, planning documents and, from time to time, strategy papers for the Citizens Advice Scotland Board, the Social Policy Forum and any other relevant groups
- > Undertake work relating to the general needs of the Digital Advice Content Team including one or more of the following: chairing meetings, developing new internal processes, developing and implementing new ways of engaging with users, writing presentations for outside agencies and/or Citizens Advice Bureaux staff and volunteers, co-ordinating/chairing conference workshops, representing Citizens Advice Scotland on a range of external bodies, managing small development projects, promoting use/sales of the digital information system, and assisting the Operations Manager with financial planning and monitoring
- > Deputise for the Team Manager as required
- > Undertake any other duties as appropriate, as required by the Team 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 Team 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

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### 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

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