



Working with us:

Digital Advice & Content Team
Manager

Job Pack – February 2024



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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.

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

- > **Job title:** Digital Advice & Content Team Manager
- > **Location:** Edinburgh (with options for Blended Working) (min 1 day a week at the office. This is a minimum, but a successful candidate can opt to be office based 5 days per week)
- > **Hours per week:** 35
- > **Type of contract:** Permanent
- > **Job Level and Salary Scale:** (Level 5) £33,075 - £40,426 per annum *, commensurate with experience

*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:** 25 February 2024, 5pm
- > **Interviews:** 04 March 2024

About the job

The Digital Advice Content Team Manager is responsible for the day-to-day operational delivery of Citizens Advice Scotland's digital advice content. This comprises of managing the delivery of high-quality digital advice and the production of content, making sure it is accessible and driven by user needs. The role will also contribute to strategic development in order to meet the advice needs of the public and for the Citizens Advice network in Scotland as a whole.

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

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 & Content Team Manager
- > **Responsible to:** Head of Standards
- > **Line manager responsibility:** Yes
- > **Budget responsibility:** Yes

Key responsibilities

- > Develop, create and manage CAS digital content solutions, in partnership with CITA, which will assist Bureaux and the public to access information, advice and supports in an accessible, digital way.
- > Manage the digital advice team ensuring staff are supported and developed to deliver the teams objectives
- > Continuously review Citizens Advice Scotland's digital content services and platforms, overseeing the production of timely, accurate and useful digital information / content
- > Apply technical and content leadership with proficiency in digital skills and produce impactful corporate and programme digital content across a range of platforms. Lead a dynamic, agile team to deliver digital advice content, considering user needs, policy changes, legal developments and organisational resources
- > Delivering substantial role in writing content and research and provide managerial oversight of the teams writing, checking and creation of content
- > Build relationships with internal and external stakeholders, including Citizens Advice England and Wales, to facilitate the delivery of the digital advice involving leading on specific innovation projects
- > Review the current information provision and contribute to the development of digital advice 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
- > Where required, contribute to the strategic development of a new website for the Citizens Advice network in Scotland and review the jointly owned Public Advice Site

Accountability and decision making

- > Day to day responsibility for the operational delivery and overall accuracy of CAS's digital advice content.
- > Expected to work autonomously and independently in managing the service within parameters, governance and processes agreed for the project.
- > Expected to have in-depth knowledge of digital content and advice.
- > Responsible for working to an agreed budget, monitoring and taking mitigating action if required.
- > Planning and co-ordination of resource across projects, liaising with the Head of Standards.

Problem solving and complexity

- > Expected to manage multiple and competing projects and to prioritise effectively, but tasks will be largely routine in nature
- > Problems may be difficult to resolve, the post requires lateral thinking and influencing skills.
- > Outcomes and planning can be strategic in nature and impact could be significant.
- > The post holder should be able to resolve the majority of issues without referring to the Head of Standards

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

- > Effective people management skills, with the ability to create a positive working environment, to encourage a collaborative/innovative team environment and develop and sustain constructive working relationships between other Citizens Advice Scotland teams
- > 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 online content, 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
- > 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 and a commitment to embracing innovation.
- > 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

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)