



**Working together for a
fairer Scotland.**

Head of Communications



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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:** Head of Communications
- > **Location:** Edinburgh or Glasgow office
- > **Workplace type:** Hybrid/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 7, £48,167- £58,870 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:** 19 May 2024, 5pm
- > **Interviews:** w/c 27 May 2024

About the job

The Citizens Advice network across Scotland helped over 187,100 people in 2022-23, unlocking £142.3 million for people to use in their local communities. The advice we provide is life-changing and often live-saving. Moreover, we use this unique and unparalleled insight and evidence to advocate for people and secure change.

How we tell the story of our impact and the difference we make is critical – this role is a rare opportunity to shape the prevailing public and political debates and drive forward our strategic priorities to ensure that the Citizens Advice Network remains at the centre of decision-making.

Our brand is the most trusted of any advice network in Scotland. You will protect and enhance our brand and be alert to both risk and opportunity. You will retain and build on our sector-leading media presence. We will need you to be adept at identifying the stories that need to be told, and expert in terms of cultivating the relationships and platforms we need to tell those stories effectively and persuasively.

Externally, you will ensure that the Impact Directorate, the organisation, and the broader network are positioned in all the right places and spaces. We need you to be strategic: you will have rock solid political awareness and be a proven relationship builder across the most senior stakeholders, from media, government and the wider third sector. At internal level, you will be a skilled connector, working collaboratively across Directorates to ensure a consistency of voice and message that is in line with our values across all our communications.

You will need to understand the ever-increasing importance of our digital presence across a range of platforms for a diverse group of stakeholders and audiences. You will have experience of delivering change and awareness raising campaigns across multiple channels to diverse audiences and be driven to deliver accessible and inclusive messages and products.

We will need you to be both a leader and a team player. As part of our Senior Leadership Team, we want you to bring your own leadership experience, values and ideas to the table. You will lead our team of in-house communications specialists, and build on the excellent work already undertaken. We need you to be able to demonstrate a track record for creating an environment for people to grow and be at their best.

Above all else, you will be driven by an overarching purpose to make a difference for people across Scotland, championing the essential work the Citizens Advice network delivers every day, as well as supporting long-term and lasting structural change.

Job description

- > **Job title:** Head of Communications
- > **Responsible to:** Director of Impact
- > **Line manager responsibility:** Yes
- > **Budget responsibility:** Yes

Key responsibilities

- > Reporting to the Director of Impact, the Head of Communications will lead on the delivery of effective and strategic communications for Citizens Advice Scotland and the wider Citizens Advice network.
- > Responsible for all internal and external communications, including digital.
- > Responsible for driving forward our digital engagement through website and social media.
- > Responsible for developing and delivering a communications strategy with enables the advancement of the overall strategic goals and mission of CAS.
- > Retain and develop CAS's positioning with key media outlets, political stakeholders and other partner organisations and allies, making sure that we are seen and heard in the right places.
- > Overall accountability for the delivery of public-facing activities to raise awareness, campaign for change, and shift public perception.
- > Overseeing the continued development of the CAS brand and corporate messaging across all our internal and external channels to position the Citizens Advice network as an essential service.
- > Support the Impact team to design and implement advocacy strategies to influence decision-makers and build powerful partnerships for change.
- > Leadership and development of a high performing communications team.
- > Working with the Senior Leadership Team to identify and take advantage of opportunities to influence and shape policy.
- > As part of the Senior Leadership Team, responsible for creating a culture of collaboration and innovation to deliver on our strategic priorities.
- > Consistently monitor and evaluate the success and effectiveness of internal and external communication.

Accountability and Decision Making

- > Accountable for overall success in setting and delivering the strategy in communications and public affairs.
- > Responsible for overall decision making in any communications matters, including media strategy and content.
- > Provide strategic communications direction to the wider leadership of Citizens Advice Scotland.
- > Provide strategic leadership to the communications team.
- > Accountable for ensuring spend and resourcing aligns with strategic objectives for the communications team.

Problem solving and Complexity

- > Expected to manage many complex issues and competing cross-organisational priorities and relationships.
- > Required to use judgement and expertise to reach decisions that are in line with CAS values and strategic priorities.
- > Required to analyse data, spot trends and present complex messages clearly and persuasively.

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

- > Significant experience working in communications and public affairs.
- > Significant experience in a strategic communications role, including experience of crisis communications.
- > Significant experience of strategic oversight of digital content relevant for a range of audiences on websites and other online platforms.
- > Strategic leadership and management experience at senior level.
- > Outcomes focused, with a strong track record of delivering impactful change across communications activity.
- > A comprehensive understanding of UK and Scottish media and public affairs landscape.
- > Excellent interpersonal and relationship building skills.
- > Excellent written communication skills and ability to deliver at pace.
- > Confident working in a fast-paced, multi-disciplinary environment; able to work under pressure and deal with a range of competing demands.
- > Experience of corporate and internal communications requirements of large organisations.
- > Understanding and experience of embedding diversity, equity and inclusion (DEI) principles in all aspects of work, ensuring accessible and inclusive communications across all platforms.
- > Budgeting and financial management experience.

Desirable

- > Knowledge of the third sector and the work of the Citizens Advice Scotland.
- > Experience of working within a network or membership organisation.

Additional requirements

- > Given the demands of this post, evening and weekend working is likely to be required on occasion.

www.cas.org.uk



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[CitizensAdviceScotland](https://www.linkedin.com/company/CitizensAdviceScotland)

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