



**Working together for a
fairer Scotland.**

Senior Officer – Campaigns
(Maternity Cover)



A note from our CEO, Derek Mitchell

“Thank you for your interest in joining Citizens Advice Scotland (CAS). 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 CAS 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 from 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, Chief Executive Officer
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**
- > **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
- > **Fresh Fruit:** enjoy a weekly array of complimentary fresh fruit in both offices
- > **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 Pension Financial Advice**
- > **Access to Employee Benefits/Discounts:** including special offers, discounts and deals from over 200 suppliers
- > **Other:** Unum Dental Cover, Health Shield

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:** Cycle to Work, Smart Tech,
- > **Paid time off to volunteer**
- > **Learning and Developing Opportunities for all**
- > **Graduate Apprenticeships**

About the role

Job title: Senior Officer – Campaigns (Maternity Cover)

Location: Edinburgh or Glasgow office

Please note that the team is based in Edinburgh and, in this case, regular attendance in our Edinburgh office will be required.

Workplace type: Hybrid 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 hours per week (will consider part time/28 hours per week)

Type of contract: Fixed-term contract (Maternity Cover)

Job Level and Salary Scale: Level 4, £32,081- £39,210 per annum*/pro-rata)

*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: 15 June 2025, midnight

Interviews: Interviews for this role will take place on 25 June 2025

About the job

The Citizens Advice network across Scotland helped almost 190,000 people in 2024-25, unlocking £142 million for people to use in their local communities. The advice we provide is life-changing and often life-saving. Moreover, we use this unique and unparalleled insight and evidence to advocate for people and secure change.

This is a rare opportunity to create and deliver campaigns that highlight the story of our impact and the difference we make as the most trusted advice network in Scotland.

Externally, you will ensure that the Impact Directorate, the organisation, and the broader network are positioned in all the right places and spaces. At internal level, you will ensure a consistency of voice and message that is in line with our values across our campaigns.

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 a team player and passionate about bringing your experience, values and ideas to the table. You will work alongside our team of communications specialists and build on the excellent work already undertaken.

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.

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.

Job description

Job title: Senior Officer (Campaigns)

Responsible to: Head of Communications

Line manager responsibility: No

Budgetary responsibility: Yes

Key responsibilities

- > Develop and deliver high-profile, outcomes-focussed, national and regional campaigns on time and within budget
- > Build relationships with internal and external stakeholders ensuring the highest quality of communications to support successful facilitation of all campaigns
- > Hold responsibility for the planning and delivery of meaningful, authentic campaigns for CAS and the wider network
- > Analyse, evaluate and report on the impact of campaigns based on agreed measures and robust data
- > Develop and deploy best practices to improve the impact of campaigns, identifying lessons learned and driving continuous improvement
- > Provide subject matter expertise on campaigning and influencing to Citizens Advice Scotland and the Citizens Advice network
- > Collaborate and support colleagues' work and be responsible for the delivery of meaningful work

Accountability and Decision Making

- > Is responsible for planning future campaign strategies in conjunction with colleagues and the Head of Communications, in line with the CAS strategy
- > Has autonomy to develop tactics to deliver impactful campaigns, within the organisation's existing brand guidelines and policies
- > Provides expert insight and advice on campaigning to the Impact Directorate, Citizens Advice Scotland and the Citizens Advice network
- > Holds responsibility for delivering campaigns on time and within allocated budget
- > Hold 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

Knowledge, skills and experience

Essential

- > Relevant work experience of successfully planning and managing high profile campaigns including developing campaign strategies, implementing and evaluating campaigns
- > Ability to understand Citizens Advice Scotland's target audiences to decide on tactics based on their needs
- > Understanding of social media and ability to develop and integrate into campaign plans, including the drafting and evaluation of content
- > Extensive campaign management experience of using a variety of campaigning tools
- > Excellent written and oral communication skills with the ability to write in a compelling, accurate and convincing way to engage with a diverse pool of people
- > Experience of writing tenders, scoring and awarding work, managing external agencies and suppliers
- > Excellent stakeholder engagement and networking skills to build collaborative and strong internal and external relationships
- > Awareness of changing trends and new tools in campaigning and an understanding on how to use them when developing and delivering campaigns
- > Ability to work effectively and prioritise workload, with excellent planning and time management skills
- > Experience of budgeting and resource management

Desirable

- > Project management qualification
- > Ability to produce campaigning products – including infographics in-house – for small scale projects
- > Experience of industry awards
- > A good eye for design
Experience using design programmes

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



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www.cas.org.uk

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