

Citizens Advice Scotland Information Officer Job Description



Position:	Information Officer
Term:	1 year fixed term
Location:	Edinburgh/Spectrum House
Responsible to:	Information Manager
Line manager responsibility:	None
Budget responsibility:	No
Date:	November 2017

Background:

Citizens Advice Scotland, alongside our partner organisations publish, maintain, update and archive two advice websites. These are **AdviserNet**, the internal advice website used by CAB advisers, and the public advice website at <https://www.citizensadvice.org.uk/scotland/>. Both AdviserNet and the public advice website are updated on a daily basis.

Main Purpose of Job:

The purpose of the Information Officer role is to ensure that both advice websites, which are UK wide digital resources, are fully effective for Scottish citizens and also to provide a support service to users. This post will also interact with other teams in CAS and external agencies to ensure the two websites work in a complementary fashion and are kept up to date and relevant for their users.

Key Responsibilities:

1. To research and write clear, accurate, up to date and relevant digital content for use by advisers in bureaux and for use by the public, using analytics to inform development and validate usability.
2. To contribute to the development of new advice content, with a focus on maintaining and updating current content and supporting the introduction of the new Scottish Social Security system and the roll out of Universal Credit.
3. To develop new content on devolved legislative areas.

4. To support the continuous improvement of advice content through a range of methods, with the objective of improving and developing the effectiveness of information for advisers and the public.
5. To fully participate the development of digital content and lead on the creation of new formats and approaches, and support the wider team by keeping them up to date with developments and changes.
6. To contribute to achieving the goals identified in the Information Team's Strategic Plan and the current work plan.
7. Work constructively with partner agencies in the development of content across the UK, Scotland and Northern Ireland, while ensuring that the advice needs of the Scottish audiences are met.
8. Work with other CAS sections in particular the Social Policy and Training teams to influence the development of social policy and training by identifying issues of common concern and undertaking work jointly.
9. To undertake any other duties as appropriate, as required by the Information Manager.

Authorities and Limitations:

1. Agree an action plan for writing work with colleagues at CAS and Citizens Advice (England and Wales).
2. Finalise content for AdviserNet and the public advice website.
3. Exercise editorial judgement over content, with input from peers and/or Information Manager as required.
4. Resolve queries from users of the websites.
5. Liaise on agreed tasks with outside organizations when there are no budget or substantial resource implications.
6. Liaise with operational staff and/or management at Citizens Advice (England and Wales) under the overall direction of the Information Manager.
7. Liaise with civil servants and other policy experts to assess the impact on information content and/or highlight issues or difficulties with proposed changes to law or guidance.
8. Identify and approach suitable expert checkers in a timely way.
9. Use judgement to schedule content for publication on website appropriately.

Problem Solving:

1. Determine what to write for both digital information systems and make decisions about scope and level of detail with minimal (if any) input from Information Manager.
2. Prioritise workload – decisions may have to be made on a daily basis because of flow of work from Citizens Advice (England and Wales).
3. Work constructively with partner organisations to ensure content meets the needs of Scottish users.
4. Initiate new research for writing projects based on assessment of user experience and user advice needs, analyse of feedback from bureaux and the public, expert checker feedback and team review.
5. Initiate research and implement design of new and/or improved content formats/conventions.
6. Contribute to revising team processes when an existing way of working can be improved or has caused problems.
7. Build effective relationships with colleagues at Citizens Advice (England and Wales), Scottish Government and other organisations to ensure timely and reliable checking / feedback of content as required.
8. Decide whether tactical advice is needed based on sources such as expert summaries, bureaux feedback and case law.
9. Analyse the impact of amendments to existing content, ensuring logical navigation and coherence is maintained.

The above job description is not exhaustive and is clarified to include broad duties inherent in the post. Evaluation and development of this post may, in time, indicate a need to revise duties herein.

Person Specification:

Knowledge, Skills and Experience

Essential:

1. Educated to degree level or equivalent.
2. Experience of writing web content, with the ability to communicate complex information clearly, accurately and accessibly for different audiences and following the principles of good UX design.
3. Strong analytical skills to establish user need using a range of data sources and evidence, and to research complex and technical topics including legislation.
4. Proven capacity to work with accuracy and attention to detail under the pressure of deadlines.
5. Ability to work on own initiative, organising and prioritising workload to meet agreed targets.
6. Ability to work as part of a team, contributing to the overall goals of the section and supporting other members of the team.
7. Flexibility to be willing and able to take on a range of tasks shared across the team.
8. Experience and confidence in using a content management system for web publishing and ability to use standard software packages such as Word, Excel, and Google applications.
9. Occasional travel to London will be required.

Desirable:

1. Knowledge and understanding of law and practice as it affects clients of Citizens Advice Bureaux, other agencies and the public.
2. Current knowledge and experience of working with the benefits system and an understanding of the proposals for the devolved social security system in Scotland.
3. Experience of work within the voluntary sector – preferably in welfare benefits, social welfare or advice work – either as a volunteer, paid staff or committee member.