



# Working with us: Designer

Job pack – July 2019

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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.

Find out more at [www.cas.org.uk](http://www.cas.org.uk).

## About the role

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- > **Job title:** Designer
- > **Location:** Edinburgh
- > **Hours per week:** 35
- > **Type of contract:** Permanent
- > **Appointable salary range:** £24,720 - £28,000 per annum, commensurate with experience
- > **Full salary range:** £24,720 - £30,214 per annum
  
- > **Closing date:** Monday, 12 August 2019 at 5pm
- > **Interviews:** Wednesday, 21 August 2019

## About the job

The Impact team at Citizens Advice Scotland seeks to achieve positive change through two main routes:

- > Informing and empowering individuals to take action through information, education and campaigning
- > Changing policy, practice and law

We work with governments, regulators and business at a UK and Scottish level on improving areas of particular detriment, undertake research and deliver awareness and education campaigns.

The Designer role will produce impactful and on-brand materials for the Citizens Advice Scotland network. This is a key post charged with supporting significant internal and external communications reach and impact and championing the organisation's brand.

## Employee benefits

Citizens Advice Scotland offers excellent terms and conditions, including a total of 40 days leave (including public holidays) and a pension scheme with an 8% employer contribution. We have a flexitime scheme which enables our employees to work flexibly in line with organisational requirements, and as an inclusive employer we are happy to consider other flexible working arrangements where appropriate. For more details of some of the other benefits on offer to our employees, please see the section on Employee benefits below.



## 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:** Designer
- > **Responsible to:** Head of Communications
- > **Line manager responsibility:** No
- > **Budget responsibility:** Yes

### Key responsibilities

- > Design internal communications and produce materials for the Citizens Advice network, including posters, leaflets and digital products for social media
- > Act as expert in the internal marketplace (BrandBase) for materials, demonstrating artistic flair in developing internal communications
- > Build strong relationships across the network to understand the impact of design work on the ground
- > Play a key part in external communication, producing campaign “look and feel” products for print and digital
- > Work with external contractors to produce campaign materials and have the insight to understand where these fit within the organisation’s brand
- > Create ad-hoc infographics to generate interest to news’ releases and external reports
- > Create social media graphics that are technically fit for purpose and artistically attention grabbing as part of regular audience communication, and for campaigns
- > Champion established brand guidelines for the look and feel of Citizens Advice Scotland
- > Produce ad-hoc graphics for colleagues looking for visual impact in presentations or key documents
- > Maintain a photography database and keep accurate records of work to ensure that materials can be accessed quickly and efficiently by colleagues

### Accountability and Decision Making

- > The post holder is responsible for managing and prioritising their own day to day work load with overall direction and tasks driven by the Head of Communications and in close collaboration with the Co-ordination and Planning Manager.
- > The post holder will have a level of autonomy to make decisions to ensure the success of specific projects, for example delivering to deadlines and on budget.

- > The post holder provides expert insight and advice on existing brand guidelines and communications materials to the Impact Team, Citizens Advice Scotland and the Citizens Advice network.

### **Problem solving and Complexity**

- > Problem solving and role complexity will be mostly around designing and improving communications material, establishing and maintaining quality measures and standards and being aware of emerging design trends, new technology and means of communication.
- > The post holder will receive support from the Head of Communications and the Director of Impact on a regular basis.

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

- > Degree or equivalent relevant experience in Graphic Design or HNC/HND in Graphic Design
- > Demonstrable expertise in the use of tools including Photoshop, InDesign, and Illustrator
- > Excellent oral and written skills, including the ability to negotiate with external suppliers
- > Ability to keep up to date with advances in technology
- > Ability to work as part of the Impact team, understanding the importance of strategic campaigns, internal communications, and the role of design in project success and impact
- > Ability to meet strict deadlines and work to tight timescales
- > Ability to provide a reliable and effective service
- > Contract management experience with external suppliers in content, design, print and / or digital
- > A varied portfolio that demonstrates diverse campaigns, and a mix of digital and print products
- > Experience of running small – medium project budgets

#### Desirable

- > An understanding of the third sector in Scotland and how the look and feel of Citizens Advice Scotland fits into that landscape
- > Experience of varied CMS environments
- > An understanding of User Design Interface principles
- > Experience of Campaign Storyboarding

#### Additional requirements

- > Occasional travel required to external meetings and events throughout Scotland

## Employee benefits

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Our people make Citizens Advice Scotland a great place to work and we offer a wide range of benefits to value their contributions. To get an idea of what benefits you receive when working with us, we have listed a few examples below.

### Work-life balance



- > **Flexible working and flexitime:** get the flexibility as to how and when you work to suit both your and the organisation's needs.
- > **Generous annual leave:** spend time away from the office to relax and unwind with a total of 40 days leave per year.

### Health and wellbeing



- > **Fresh Fruit:** enjoy a weekly array of complimentary fresh fruit in the office.
- > **My Gym Discounts:** join gyms, health clubs, leisure centres, yoga studios, boot camps and outdoor activities at a discounted rate.

### 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.

### Other benefits



- > **Season ticket loan:** take out an interest-free season ticket loan to save on travelling to and from work
- > **Salary sacrifice schemes:** in addition to Cycle2Work and Childcare Vouchers, sign up to a scheme to purchase everyday technology.
- > **Recognition scheme:** thank and reward your colleagues who have gone the extra mile or delivered a great piece of work.

When joining Citizens Advice Scotland you have access to many other great benefits, all aiming to support the organisation's biggest asset – our people.

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



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[CitizensAdviceScotland](https://www.facebook.com/CitizensAdviceScotland)

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