



Working with us: External Affairs Officer

Job pack – July 2019



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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.

Find out more at www.cas.org.uk.

About the role

- > **Job title:** External Affairs Officer
- > **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, 5pm
- > **Interviews:** Thursday, 22 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 External Affairs Officer role will deliver national, local and digital communications and play a vital role in delivering public affairs. This is a key post charged with delivering significant external communications reach and impact. The role supports and contributes significantly to the Citizens Advice Scotland Workplan to raise awareness and improve understanding of our work with a wide range of external audiences, as well as responding to emerging issues.

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

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

- > With direction from senior colleagues, deliver a day-to-day press office function for CAS including researching and developing well timed stories, issuing press releases/media lines, and advising and supporting colleagues on interviews. This function includes working with policy officers to produce and/or edit copy for external publications including comment pieces, blogs, journal articles, reports and other publications
- > Regularly update the CAS social media accounts; regularly update the CAS website; develop new content for digital including audio, visual and social; be aware of emerging digital communication trends and be responsive to them
- > Have a high awareness of the Scottish political landscape. Provide support for Ministerial briefings and events. Provide communications input into parliamentary engagements
- > Maintain working relationships with media contacts (print, broadcast, specialist trade press and online)
- > Maintain relationships with media and social media representatives for external stakeholders, including public bodies and civil society organisations
- > Use analytics tools to evaluate impact and effectiveness of communications activities and use learnings to make improvements to future activity
- > Support senior staff as and when they undertake media bids
- > Support the network with communications and parliamentary advice to Bureaux as and when required
- > Maintain an up-to-date communications and public affairs planning grid including key legislative dates
- > Work with Impact Team Co-ordinators to ensure that all subscriptions for media monitoring etc. are in place and budgeted for
- > Draft remarks for senior staff for external events as and when required
- > Contribute to creating an innovative, fast paced, supportive team culture which builds greater individual accountability by proactively contributing ideas and taking responsibility for the delivery of work and own personal development

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.
- > The post holder will have a level of autonomy to make decisions about engagement with media with the Head of Communications and / or Director of Impact will act as a line of approval in complex or risky issues.

- > The post holder will be asked to make recommendations based on knowledge, sound judgement and experience as a core part of the role.

Problem Solving and Complexity

- > Inherent in this role is a close understanding of the Scottish and UK media and political landscape and using good judgement and experience to evaluate risk and opportunity. There are complex issues likely to need consideration on a regular basis.
- > 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

Knowledge, skills and experience

Essential

- > Degree or equivalent relevant experience in communications, journalism, public relations, marketing or related disciplines
- > Demonstrable communications experience within a similar organisation with a national footprint
- > Deep understanding of the Scottish media and political landscape
- > Experience of digital content creation / production – social, video, audio, etc.
- > Excellent oral and written communication skills
- > The ability to exercise sound judgement and a strong strategic news sense on a consistent basis
- > Ability to work responsively and quickly to tight deadlines, prioritising competing demands
- > Experience of handling high-profile and sensitive issues

Desirable

- > Membership of a Chartered Association such as CIPR
- > Experience of creating accessible and inclusive communications
- > Experience of evaluating communications usage and impact
- > Content creation skills in audio or video

Additional requirements

- > Occasional travel required to external meetings and events throughout Scotland.
- > This post holder is expected to be responsive and available during any times of exceptional communication challenges.
- > This post holder will be required to take media calls out of hours.

Employee benefits

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



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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)