



Working with us:

Head of Communications

Job pack – March 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 60 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:** Head of Communications
- > **Location:** Edinburgh
- > **Hours per week:** 35 hours per week
- > **Type of contract:** Fixed term until 31 October 2019
- > **Appointable salary range:** £41,756 – £48,000 per annum, commensurate with experience
- > **Full salary range:** £41,756 – £51,035 per annum
- > **Closing date:** Wednesday, 20 March 2019, 5pm
- > **Interviews:** TBC

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 to improve areas of particular detriment, undertake research and deliver awareness and education campaigns.

The Head of Communications will have responsibility for the delivery of communications, public affairs and campaigns activity supporting our social change programme across our four areas of work: Social Justice, Financial Health, Strong Communities, and Fair and Simple Markets.

The Head of Communications will also have responsibility for the development of the Citizens Advice Scotland and Citizens Advice Bureaux brand in Scotland, overseeing the development of communications channels and supporting the Scottish Citizens Advice Bureaux network with its communications needs.

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

- > **Position:** 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 achieving social change through impactful and effective communications and public affairs activity
- > Responsible for handling the organisation's most important external relationships, including with the media and politicians, making sure that we are seen and heard in the right places
- > Overall accountability for the delivery of public-facing activities to educate and inform, campaign for change, or shift public perception on issues
- > Responsible for all internal and external communications, including digital
- > Leadership and oversight of staff and work spanning communications, public affairs and campaigns – and for the development of a high performing team
- > Ensuring Citizens Advice Scotland is well positioned across key areas of expertise and building our profile across specific audiences, as determined by the organisation's strategy
- > Support the wider Impact team to design and implement advocacy strategies to influence decision-makers and build powerful partnerships for change
- > Developing Citizens Advice Scotland's positioning with key media outlets, political stakeholders and other relevant organisations
- > Overseeing the development of the Citizens Advice Scotland brand and corporate messaging across all our internal and external channels and public facing collateral
- > Working with Strategic Leads to identify and take advantage of opportunities to influence and shape policy in the interest of the people we represent
- > Ensuring Citizens Advice Scotland's communications and campaign outputs are informative, relevant, accurate and timely
- > Establishing a monitoring and evaluation framework to measure the success and effectiveness of communication strategies and interventions
- > As part of the Impact Senior Leadership Team, responsible for creating a culture of collaboration and innovation

Accountability and decision making

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

Problem solving and complexity

- > Expected to manage a large number of complex issues and competing priorities
- > Required to use judgement and expertise to reach decisions that are in line with Citizens Advice Scotland values and further our strategic aims
- > Problems will typically need significant investigation, interpretation, exploration and analysis

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, managing and leading small teams or consultancies
- > Experience working in a strategic communications role, including experience of strategy development and delivery
- > A strong track record of delivering impactful communications activity
- > A sound understanding of UK and Scottish media and public affairs landscape
- > Excellent interpersonal skills and an ability to develop strong working relationships
- > Confident working in a fast-paced, multi-disciplinary environment
- > Ability to demonstrate excellent leadership qualities, credibility and a strong focus in achieving organisational goals
- > Ability to work under pressure and deal with a range of competing demands

Additional requirements

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

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