



# Marketing and Communications Officer

## Job pack

Thanks for your interest in working at Citizens Advice Havering and Citizens Advice Redbridge. This job pack should give you everything you need to know to apply for this role and what it means to work at Citizens Advice.

In this pack you'll find:

- Our values
- 3 things you should know about us
- Overview of Citizens Advice and Citizens Advice Havering
- The role profile and personal specification
- Terms and conditions
- What we give our staff

### Want to chat about this role?

If you want to chat about the role further, you can contact Susanne Rauprich by emailing [susanne.rauprich@citizensadviceredbridge.org.uk](mailto:susanne.rauprich@citizensadviceredbridge.org.uk) or calling 07989 424483.



## Our values

Citizens Advice Havering and Citizens Advice Redbridge are proud to be a member of the Citizens Advice network and shares its vision, aims and values.

We understand how important our culture is to the way we provide our services and agree with the values articulated by Citizens Advice in *Future of Advice*.

**We're inventive.** We're not afraid of trying new things and learn by getting things wrong. We question every idea to make it better and we change when things aren't working.

**We're generous.** We work together, sharing knowledge and experience to solve problems. We tell it like it is and respect everyone.

**We're responsible.** We do what we say we'll do and keep our promises. We remember that we work for a charity and use our resources effectively.

In Havering, we work within these values. We have also adopted three additional value statements that guide our partnership strategy and business development plan.

**We're people focused.** We value the dedication, commitment and resources that people hold. They deserve the best service and support, regardless of who they are. We do everything to empower and support them so that they develop their full potential – as clients and users of our services, as volunteers and as members of our staff team.

**We're collaborative.** We know that we cannot achieve our goals on our own. We work closely with other Citizens Advice in the network and the CAH/CAR partnership stands as an example of our partnership commitment. We value the role that communities play as advocates for local people. We support and partner with them so that our advice reaches those that cannot reach out to us directly.

**We're innovative.** We understand that we cannot stand still and that our service must respond to changing needs and circumstances. We try out new ways of working locally – and work with our national network to make sure our learning impacts national practice.



## 3 things you should know about us

1. **We're local and we're national.** We have 6 national offices and offer direct support to people in around 300 independent local Citizens Advice services across England and Wales.

2. **We're here for everyone.** Our advice helps people solve problems and our

advocacy helps fix problems in society. Whatever the problem, we won't turn people away.

**3. We're listened to - and we make a difference.** Our trusted brand and the quality of our research mean we make a real impact on behalf of the people who rely on us.

## How Citizens Advice Havering and Citizens Advice Redbridge work

Citizens Advice Havering (CAH) and Citizens Advice Redbridge (CAR) were set up in 1939 and have a long and successful history of providing advice to the residents of Havering and Redbridge, and campaigning on the issues that affect them. CAH and CAR are amongst the smaller local Citizens Advice (LCAs) and as such have to work hard to meet demand with limited resources.

In 2020, CAH and CAR agreed to establish a close **partnership**. In October of that year, both organisations began to share their chief executive. A first strategy and partnership development plan was adopted in 2022. CAH and CAR now share resources wherever it is sensible. There is no defined destination for the partnership.

CAH and CAR's **delivery model** is based on phone and email advice. CAH and CAR are members of the national phone advice service Adviceline. CAH is also part of the national Help to Claim service, which is largely delivered by advisers working from home using phone and webchat.

Since March 2020, our staff and volunteer advisers have been providing phone and email advice from home. This has increased our capacity to respond to **callers** and we provide phone and email advice five days a week. CAH and CAR provide a comprehensive advice offer ranging from signposting to in-depth casework.

Increasingly important is **community work** in outreach locations with other local charities, public bodies and local businesses. Most recently, we have benefited from a partnership with the local foodbanks in Redbridge and Rainham, funded by their parent body The Trussell Trust. CAH and CAR are active members of the London Citizens Advice network, which is developing as a legal entity to ease access to pan-London partnership and funding opportunities. A first community based project has emerged from this partnership to help Londoners navigate the cost of living crisis. This is an important aspect of our commitment to delivering services as close to need as possible. With that in mind, we are hoping to develop further community outreach provision, resources permitting.

We deliver our services with the help of 34 **paid staff** across the partnership. Most of our paid staff provide advice services. Our staff team is supported by approximately 70 dedicated **volunteers** supporting advice and administration.



# Overview of Citizens Advice

The Citizens Advice service is made up of Citizens Advice - the national charity - and a network of around 300 local Citizens Advice members.

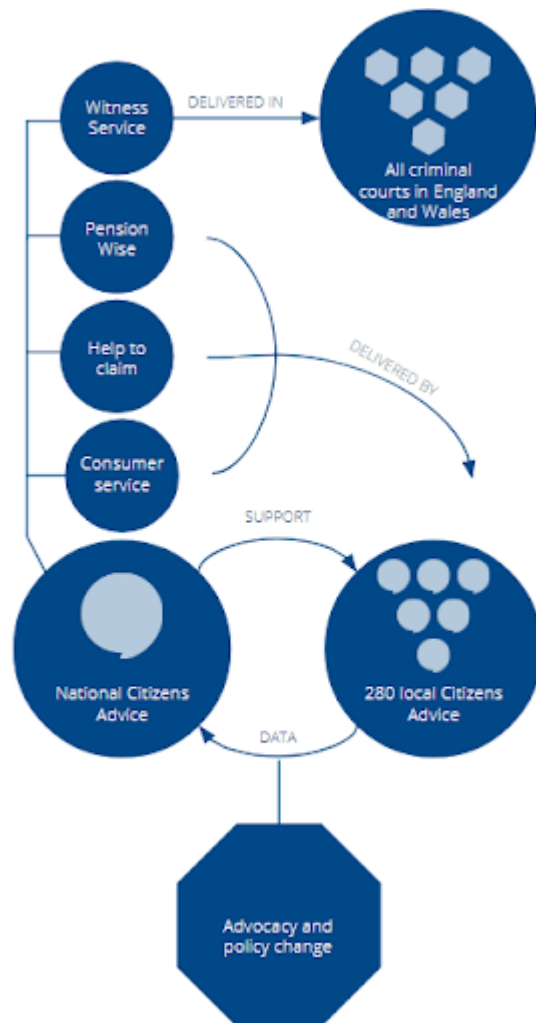
This role sits our network of independent charities, delivering services from

- over 600 local Citizens Advice outlets
- over 1,800 community centres, GPs' surgeries and prisons

They do this with:

- 6,500 local staff
- over 23,000 trained volunteers

Our reach means 99% of people in England and Wales can access a local Citizens Advice within a 30 minute drive of where they live.



# Marketing and Comms Officer

## The role

The purpose of the Marketing and Comms Officer role is to develop and deliver an externally facing marketing and communications strategy aimed at different audiences, and to advise on and support our internal communications.

We are looking for an experienced marketing professional who writes well and can produce communications and marketing material that speak to our diverse range of stakeholders.

The Marketing and Comms Officer will independently manage their own workload, but work with and be part of a wider team who have a range of expertise and a common aim.

The position is funded for twelve months in the first instance. It is anticipated that the activities of the post holder will contribute to our success in fundraising with enough income being generated so that the position can become permanent.

### Key tasks include:

#### *Marketing and communications strategy and plans*

- Develop an external marketing and communications strategy that is built on the partnership strategy and business development plan.
- Develop key messages and tailor them to the needs of the partnership's stakeholders.
- Make sure at all times that CAH/CAR's communications are aligned with and support Citizens Advice's messages and brand guidelines

#### *Content*

- Write content for a range of publications, purposes and audiences, including digital.
- Set up and maintain a bank of material for use in different publications, including case studies, data and infographics.

- Assist staff and volunteers in content production with proof reading, brand awareness and use of digital platforms. Provide training as required.
- Produce a monthly newsletter and ensure that it is sent out regularly and on time.

#### *Administration*

- Manage social media accounts to maximise engagement.
- Ensure that the CAH and CAR websites and intranets are regularly updated and that information is accurate.
- Monitor media engagement using Google analytics
- Keep up to date with policies and procedures relevant to the charity's work and undertake appropriate training
- Attend internal and external meetings as agreed with the line manager
- Maintain and monitor effective and efficient administrative systems
- Provide written and /or oral statistical reports on progress to the line manager as required

#### *Research and Campaigning and monitoring*

- Promote the importance of research and campaigning work.
- Assist with research and campaigning work by providing information and case studies.

#### *Professional development*

- Keep up to date with guidelines, policies and procedures relating to marketing and communications and undertake appropriate training within guidelines issued by Citizens Advice.
- Prepare for and attend supervision sessions/service team meetings/ project team meetings as appropriate.

#### *Other duties and responsibilities*

- Be available to undertake work outside of normal hours
- Carry out any other tasks that may be within the scope of the post to ensure the effective delivery and development of the service.
- Demonstrate commitment to and uphold the aims and policies of the Citizens Advice service.
- Abide by health and safety guidelines and share responsibility for own safety and that of colleagues
- Liaise with external organisations in a professional manner to ensure relevant key information is shared and acted up on

- Be an effective representative and ambassador for the service and positively promote the work, reputation and use of the service
- Ensure that all work conforms to the service's systems and procedures

This job profile is not a definitive list of responsibilities but identifies the key components of the role. The specific objectives of the post holder will be subject to review as part of the individual review process.



## Person specification

### Essential Criteria

1. Experienced marketing and communications professional with knowledge of a wide range of communication channels, including digital.
2. Excellent communicator and creative thinker, with an ability to review data.
3. Excellent communication and writing skills in English.
4. Good technical skills to navigate various IT systems.
5. The ability to commit to and work within, the aims, principles and policies of Citizens Advice service.
6. Experience of and confidence in working independently and effectively without direct supervision demonstrating the ability to prioritise own workload including appropriate decision making.
7. Ability to give and receive feedback objectively and sensitively. Willingness to challenge constructively.

### Desirable Criteria:

1. Commitment to contributing to an inventive, responsible and generous organisation/team culture.
2. Willingness to travel within the area and very occasionally London or the wider UK to attend training or events.
3. Experience of ensuring safe working practices, GDPR guidelines and other legal requirements.
4. Commitment to accessing opportunities for professional development, and keeping knowledge and skills up to date.



# Terms and conditions

Salary: £28,737 FTE. Actual salary £22,989.60

Location: Hybrid

Contract: Fixed term for 12 months

Hours of work are flexible between 9 am and 6 pm but unsocial hours might be required.

The position is part-time (28 hours per week), exact hours will be negotiated with the post holder. Working hours for a full-time post are 35. The position is open to job share.

We offer 33 days paid holidays (including statutory holidays).

Pension contribution of 3% is also offered, with an expectation that the post holder contributes 5%.