

Marketing and Communications Lead

Job pack

Thanks for your interest in working at Citizens Advice Liverpool. 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
- About Citizens Advice Liverpool
- Overview of Citizens Advice
- Aims and Principles of the Citizens Advice service
- The role profile and personal specification
- How to apply

Want to chat about this role?

If you want to chat about the role further, you can contact us by emailing recruitment@caliverpool.org.uk



Our values

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.



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.

About Citizens Advice Liverpool

The first Citizens Advice opened in Liverpool on 4th September 1939, established in the aftermath of the first world war and provided, amongst other initiatives, a casework service for families in need.

Since then, we have continued to grow as a frontline service, finding innovative solutions to the advice needs of our community through free, confidential and independent advice and information services.

Citizens Advice Liverpool is a charity, dependent on a workforce of paid staff and over 120 trained volunteers. We operate over four permanent sites ([Belle Vale](#), [Garston](#), [Walton & Wavertree](#)) and many outreach locations in the city, which we are continually reviewing to ensure we are reaching the people most in need of our services. We have also developed a [mobile phone app](#) which acts as a single point of access for Citizens Advice in Liverpool, showing where to find advice in real time, access to self-help information, and telephone, WhatsApp, email & webchat advice.

We are a member of "[National Citizens Advice](#)", which provides the extensive information system we use to advise clients and sets standards for advice, training, equal opportunities and accessibility in our offices.

We receive funding from Liverpool City Council; which helps support our generalist advice service which gives advice on a wide range of subjects such as; benefits, work, debt & money, consumer, family, housing, law & courts, immigration and health. We also receive funding from other major contributors which helps run our specialist advice projects.

Our current funded services

Advice on Prescription Programme, 'Ways to Wellbeing' Liverpool - funded by NHS Liverpool CCG, the service enables Liverpool GPs to refer patients for assistance on a range of non-medical issues. The service aims to improve

patient's health and wellbeing by offering a comprehensive offer of practical and wellbeing advice and support.

EU Settlement Scheme – Assisting EU citizens to apply for settled status

Greater Merseyside Money Advice Project (GMMAP) - funded by the Money Advice Service, provides debt advice face to face, through telephone. WhatsApp and email.

Hate Crime - Funded by the OPCC, Citizens Advice Liverpool are providing practical & social support to LGBT+ victims of Hate Crime.

Help to Claim – Funded by DWP through Citizens Advice, provides support to apply for Universal Credit from eligibility and applications up until first correct payment.

Pension Wise - A free and impartial government service about the different ways you can take money from your pension. 2017-18 was the most successful year for Pension Wise so far, with nearly 90,000 appointments delivered.

Project Advice Liverpool & Sefton (PALS) - delivered with Citizens Advice Sefton to assist clients with the effects of Welfare Reform.

Over 2019/20, Citizens Advice Liverpool helped over 20,000 people in Liverpool with over 100,000 problems. We found that half of all enquiries concerned welfare benefits and a further third concerned debt issues, followed by housing, employment and consumer.

We're proud of that achievement and know it was only possible because of the huge levels of commitment shown by our staff and volunteers. We know there is still more we can do for our communities and have big ambitions to develop our service, both in terms of the scope of our work and ways we deliver our advice.

We're excited that you want to be part of the team and look forward to receiving your application.

Citizens Advice Liverpool recognises the positive value of diversity, promotes equality and challenges discrimination. We aim at all times to recruit the person who is most suited to the job and welcome applications from people of all backgrounds. We particularly welcome applications from disabled, Black, Asian or Minority Ethnic people, as they are currently under represented in our workforce

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.

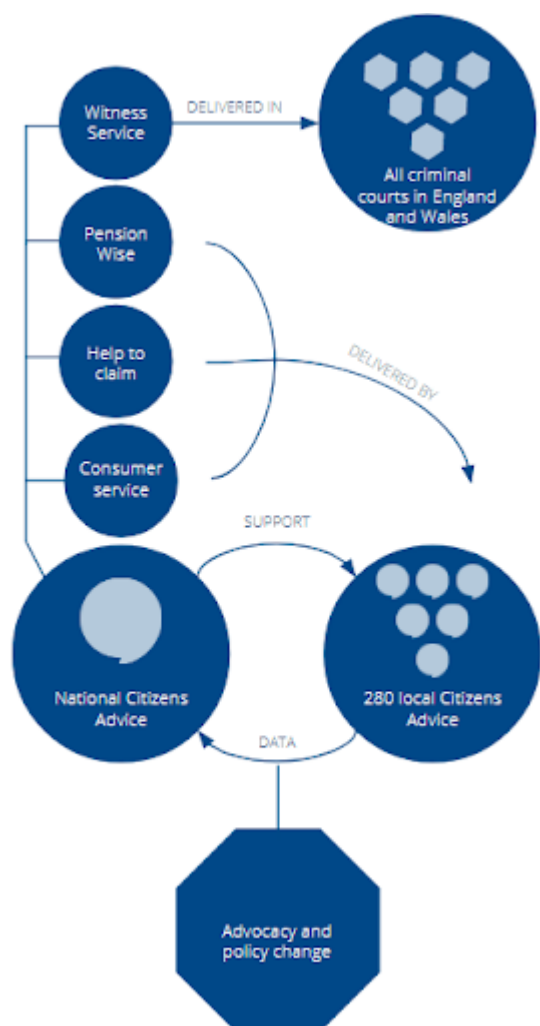
This role sits our network of independent charities, delivering services from

- 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.





Aims and Principles of the Citizens Advice Service

Aims:

The Citizens Advice service provides free, independent, confidential and impartial advice to everyone on their rights and responsibilities. It values diversity, promotes equality and challenges discrimination.

The service aims:

- To provide the advice people need for the problems they face,
- To improve the policies and practices that affect people's lives

Principles:

Independence: The service provided by Local Citizens Advice Bureaux is completely independent. Local Citizens Advice are therefore able to offer impartial advice to all clients and to take up any issue with the appropriate authority on behalf of individuals or groups.

Impartiality: The service provided by Local Citizens Advice is impartial. It is open to everybody, irrespective of ability, age, gender, gender identity, race, religion or belief, sexual orientation and social or economic status. Advice and help will be given on any subject without any preconceived attitude on the part of the bureau.

This guidance must be seen in the context of the service's other principles of free, independent and confidential advice, and its equality and diversity policies.

Appropriate action will be taken on behalf of the client regardless of how unpopular or unpalatable it may be with the community or the Local Citizens Advice itself. The provision of an impartial and objective service demands that bureau staff must recognise their own prejudices and take action to control their feelings when dealing with a particular client.

Political Impartiality: The Citizens Advice service requires that personal views do not impair the objectivity of the advice and assistance given, or restrict its availability or deter sections of the community from making use of the services of the Local Citizens Advice, or deter funding authorities from helping bureaux to achieve their aims.

As a voluntary movement the Local Citizens Advice service draws strength from the diversity of its members (trustees, volunteers or paid staff). Harnessing the differences into a creative force requires an impartial stance towards those differing ideologies which are held by both providers and consumers of the service.

Impartiality is basic to the furtherance of both the Citizens Advice service's aims.

The Local Citizens Advice service requires that personal views do not:

- impair the objectivity of advice and assistance given, or restrict its availability or deter sections of the community from making use of the services of Local Citizens Advice, or
- deter funding authorities from helping Local Citizens Advice to achieve their aims.

Confidentiality: Citizens Advice offer confidentiality to enquirers. Nothing learned by a Local Citizens Advice from enquirers, including the fact of their visits, will be passed on to anyone outside the service without their express permission.

Free: Local Citizens Advice services are provided free to clients at the point of delivery. Each member Local Citizens Advice and Citizens Advice nationally, is responsible for operating within the principles of the service and protecting the Citizens Advice brand. At the same time it is also recognised that we all need room for innovation without deterring people from seeking advice for fear of the cost.

Campaigning & Research: The two aims of the Local Citizens Advice service are equal. Local Citizens Advice are in a unique position to exercise an influence on social policy both locally and nationally. It would be irresponsible to fail to analyse or to pass on evidence of poverty, ignorance, injustice or inefficiency of administration which may be acquired in the furtherance of the social policy aim "to improve the policies and practices that affect people's lives".

Analysis of the workload is also vital to the efficient management of the service. It is the duty of the service to comment on policies which adversely affect its clients. Each issue must be handled in a non-party-political manner and requires sensitivity of approach.



The role

JOB TITLE: Marketing and Communications Lead

PLACE OF WORK: Various locations around Liverpool and from home

SALARY: £25,000 - £28,000 per annum dependent on experience

HOURS OF WORK: 35 per week

CONTRACT: Fixed Term to 31st March 2022

ADDITIONAL INFORMATION:

As well as a competitive salary CAL also provides access to

- **Pension Scheme**
- **Cycle to Work Scheme**
- **Lifestyles Gym Membership (subject to current Government restrictions)**
- **Work from home allowance £26.00 per month**

Role context:

Citizens Advice Liverpool (CAL) is an established charity providing frontline services in Liverpool since 1939. Since then, it has continued to grow as a frontline service, finding innovative solutions to the advice needs of our communities through free, confidential and independent advice and information services. We offer specialist welfare and debt services, Pension Wise services, a Universal Credit: Help to Claim service. We manage a European Union Settlement Scheme, a Hate Crime project and a ground breaking Access to Justice programme.

We also have a dedicated health programme - Citizens Advice on Prescription Liverpool which is Liverpool's Social Prescribing Service. **Our health programme was** designed to reduce health inequalities in Liverpool by providing health professionals with a referral pathway to practical support and link work services for patients who are vulnerable to mental distress. We are looking for someone to work with us to develop the existing marketing and communications strategy and take responsibility for implementing this strategy

and communication plan to ensure the agreed message reaches the target audience.

We're looking for someone who has experience of:

- working in a senior marketing or communications role
- setting objectives for self and others and delivering successfully against them
- adapting communications across multiple projects/services
- working flexibly and proactively in a changing environment alongside a busy team



Role Profile

Strategy

Develop communications objectives and an integrated marketing communications plan that are aligned with Citizens Advice Liverpool business plan.

Shape, develop and implement communications strategies for specific projects initiatives and audiences, in collaboration with the Senior Management Team.

Develop a framework to monitor the effectiveness of communication strategies and inform future plans with lessons learnt.

Own, develop and deliver a content strategy for our digital communications channels – including our social media, newsletter and blogs.

Position Citizens Advice Liverpool as the experts in provision to tackle poverty and social isolation and as the responsible voice of the community sector.

Stakeholders

Raise stakeholder awareness and positively influence opinion on key issues CAL wishes to highlight.

Coordinate media requests, develop a media contacts base and lead in the generation of and distribution of press releases.

Build relationships across teams and provide trusted advice to senior management team and partnerships staff to help them engage key stakeholders and the people who come to us for help.

Oversee the ongoing development of CAL internal communications, ensuring an understanding of the appropriate use of channel for specific communications.

Support CAL teams to communicate effectively through guidance, coaching and training.

Day to day

Line manage CAL Communications Officer, providing support as appropriate, plan and allocate work, monitor achievement of deadlines and manage performance and development.

Plan and oversee production of publicity materials, ensuring all projects and services have appropriate marketing materials that work within the brand guidelines and align with CAL identity and message.

Planning regular, consistent, ongoing communication of results, using illustrative human stories where possible.

Communicating changes and building/re-establishing relationships with existing and new referral partners.

Oversee ongoing development of the CAL website ensuring it is kept up to date, including the development of an update and approvals process.

Draft proactive or reactive content or materials where appropriate, on behalf of the CEO, Trustee board or Senior Management team, including case studies, digital content, speaking notes and other content.

Research and Campaigns

Understanding of the importance of Research and Campaigns work and commitment to using research campaign action to tackle problems.

Support and promote the work generated by CAL Research and Campaigns team both internally and externally.

Monitor national Citizens Advice Research and Campaigns work including through produced publications and newsletters.

Work with CAL advice specialists to promote R&C objectives.

Other

Flexibility to work from home and across Citizens Advice Liverpool outlets as required.

Promote the aims, policies, and membership requirements of the Citizens Advice service.

Ensure that work undertaken reflects and supports the Citizens Advice service's equality and diversity strategy.

Ensure all data protection requirements are adhered to in all work for which the post is.

Abide by health and safety guidelines and share responsibility for own safety and that of colleagues.



Person Specification

1. Recognised qualification in the field of marketing or communications, or significant professional experience.
2. Experience of developing processes and procedures in the field of communication, to ensure sustainability beyond the duration of the post / project.
3. Experience of working with media organisations to successfully promote organisational messages.
4. Ability to identify communications priorities and stories within an organisation, and deliver in a way that meets audience needs.
5. Excellent written and oral communications skills, including proven ability to communicate using appropriate styles, methods and timing, to maximise understanding and impact.
6. Ability to work effectively in a team, including developing team members.
7. Ability to work under pressure, working to tight deadlines and responding to sudden unexpected demands
8. Ability and willingness to work from home and from a range of locations across Liverpool.

Guidance to assist with completing your application

It is essential that you carefully read the job description and person specification.

However, when you fill in the application form **THE MOST IMPORTANT DOCUMENT IS THE PERSON SPECIFICATION.**

You should go through this point-by-point and show on your application form how you have the particular experience or skills asked for. You should give examples to evidence your statements. Typically, these examples will be things you have done in the past or responsibilities that you have at present. Where relevant you should explain the results you achieved as well as describing the activity itself.

You will not be short listed for interview unless you clearly demonstrate how you meet the requirements of each person specification point. We are therefore unable to accept Curriculum Vitae.

We usually experience a very high volume of interest in our posts and unfortunately do not have the resources to respond to applicants that have not been shortlisted. Therefore, if you have not heard from us within one week of the closing date please assume that your application has been unsuccessful on this occasion.

Disability

Please let us know if you require any adjustments to be made to the application process or would like to provide any information you wish us to take into account when we are considering your application. If you are selected for interview, we will ask you to let us know if you have any access needs or may require reasonable adjustments to the interview or assessment (if applicable) at that stage. Please be assured that we will be supportive in discussing reasonable adjustments with you at any stage of the recruitment and selection process.

Entitlement to work in the UK

A job offer will be subject to confirmation that you are permitted to work in the UK in accordance with the provisions of the Asylum and Immigration Act 1996. You will be asked to provide evidence of your entitlement to work in the UK if you are successful and an offer of employment is made. Please note that Citizens Advice Liverpool does not hold a sponsor licence and, therefore, cannot issue certificates of sponsorship under the points-based system.

Information, experience, knowledge, skills and abilities

This is a key section of the application form which allows you to provide evidence of your experience, knowledge, skills and abilities that are relevant to the role as described in the role profile. Selection is based on an assessment of the evidence you provide against the requirements of the role as set out in the person specification. It is important that you tailor your response to clearly demonstrate how you meet each requirement. No assumptions will be made about your achievements and abilities.

Please provide one example for each requirement. You should choose examples of past experience that clearly demonstrate what we are looking for, and be precise about what you did, how you did it and the outcome or result of your actions. Please try to limit your response to each criterion to a maximum of 200 words.

A useful guide might be **S.T.A.R:**

Specific – give a specific example

Task – briefly describe the task/objective/problem

Action – tell us what you did

Results – describe what results were achieved

Please provide recent work examples wherever possible. However, do remember that relevant examples from other aspects of your life, for example: voluntary unpaid work, school or college work, family or home responsibilities, can also be given.

Shortlisting outcomes

Shortlisted applicants will be invited for an interview. Some positions may require additional assessments (practical task/test or assessment centre). If this is the case, you will have received details with the application pack - further details will be provided if you are shortlisted.

References

All job offers are subject to the receipt of two satisfactory references: One should be from your current or most recent employer or line manager (if you are employed through an agency), or your course tutor if you have just left full time education. The other should be someone who knows you in a work related, voluntary or academic capacity. Both referees should be able to comment on your suitability for the role. References will only be taken up for successful candidates following interview.

Criminal Convictions

Anyone who applies to work within Citizens Advice Liverpool will be asked to disclose details of unspent convictions during the recruitment process. Having a criminal record will not necessarily bar you from working for Citizens Advice Liverpool – much will depend on the type of job you have applied for and the background and circumstances of your offence. However, we are not able to employ anyone with a conviction for a sexual offence against a child or vulnerable adult, regardless of when the offence took place. All other convictions will be considered on an individual basis. Disclosure and Barring Service (DBS) disclosures are only requested where proportionate and relevant to the post concerned. If the post for which you are applying for requires a DBS disclosure, this will be noted in the application pack.

How to apply

Applications should consist of:

- A completed application form (CVs will not be considered).
- A diversity monitoring form.

Completed applications should be emailed to: **recruitment@caliverpool.org.uk**

The application timeline

The application timeline

Applications open:	Friday 23 rd July 2021
Applications close:	Monday 9 th August 2021 12:00 noon.
Shortlisting held:	Tuesday 10 th August 2021
Interviews held:	w/c 16 th August 2021
Start date:	As soon as possible (dependent on notice periods)

We reserve the right to close this advertisement early if we receive a high volume of suitable applications.

Who to contact

Queries regarding the job description or the role overall should be sent to:

Email: recruitment@caliverpool.org.uk