



Communications Officer Job pack

Thank you for your interest in working at Citizens Advice North Somerset (CANS). 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 North Somerset.

In this pack you'll find:

- Our vision, aims and values
- Overview of Citizens Advice and Citizens Advice North Somerset
- 3 things you should know about the Citizens Advice Network
- Job Description and Person Specification



Our vision, aims and values

Our Vision

“To improve the wellbeing and health of everyone living and working in North Somerset and the wider area, who needs our help and support, by providing accessible, effective and tailored information and advice that is free, independent, confidential and impartial”.

Our Aims

Citizens Advice North Somerset shares the over-arching aims, values and principles of Citizens Advice to:

- Provide the advice people need for the problems they face
- Improve the policies and practices that improve peoples' lives

At the centre of all of Citizens Advice North Somerset's strategies are our 5 ambitions:

1. To be more accessible across multiple channels
2. Have more influence within our communities
3. Be sustainable and effective
4. Continue to invest in our people
5. To be a strong Equality Champion

Our Principles and Values

As a member of the Citizens Advice service, Citizens Advice North Somerset provides free, independent, confidential and impartial advice to everyone on their rights and responsibilities.

We believe that our common humanity makes us equal in worth, dignity and rights. We value diversity, promote equality and challenge discrimination.

Our service is available to everyone living, working or travelling through North Somerset and the wider area, regardless of race or nationality, gender, disability, sexual orientation, religion, age or marital status. We want to make sure everyone has access to our services. We are constantly reviewing how we can improve what we do and how we can do it, to reach all those people who need our help.



Overview of Citizens Advice service

The Citizens Advice service is made up of Citizens Advice – the national charity – and a network of around 300 local Citizen Advice members. Each Local Citizens Advice (LCA) is an independent charity. As the Citizens Advice network we collectively deliver services from over:

- 600 local Citizens Advice offices and locations;
- 1,800 community centres, GP surgeries and prisons.

We do this with over:

- 6,500 local paid staff;
- 23,000 trained volunteers

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

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.



Citizens Advice North Somerset

Citizens Advice North Somerset is a member of the Citizens Advice network and an established and well regarded local independent charity who provide free, impartial and confidential advice. We undertake research & campaign work to influence policy makers and to effect change. We work in partnership with the Local Authority, The Legal Aid Agency, Macmillan Cancer Support, The Money and Pension Service (MaPS), Wessex Water, BNSSG CCG, Pier Health PCN and many local and national partners to deliver our services to over 8,000 clients each year. We deliver in-reach services in GP surgeries (social prescribing), Weston General Hospital and Weston County Court, and working in partnership with our Town and Parish Councils and local community groups, we are reintroducing our out-reach services at locations across North Somerset.



Job Description

Role:	Communications Officer
Team:	Impact Team
Reporting to:	Insights & Impact Manager
Location:	Weston-super-Mare/possible home-working following probation
Hours:	22.5 hours per week
Wage:	£24,890 - 25,811 pro rata, depending on experience
Closing Date:	5pm Wednesday 16 th October 2024
Interview:	Tuesday 5 th November

Applicants will be sent a task by 5pm Thursday 17th October, to be returned to hr@nscab.org.uk by 5pm Thursday 24th October.

Role purpose: As Communications Officer, you will play a pivotal role in shaping and amplifying the voice of Citizens Advice North Somerset (CANS). You will lead on developing and delivering engaging, creative communications across multiple channels to promote our services and campaigns. Working both independently and collaboratively, you will be responsible for creating compelling content that resonates with our diverse audiences—from eye-catching social media posts to insightful press releases and newsletters.

We're looking for someone who is not only passionate about making a difference but also driven to take initiative, bringing fresh ideas to the table and seeing them through to completion. Your proactive approach will help us reach more people, foster stronger relationships with stakeholders, and ensure that equality, diversity, and inclusion are at the heart of everything we do. If you thrive in a dynamic, fast-paced environment and are excited by the opportunity to lead communication efforts that create real impact, this is the role for you.

Main Duties

Communications

- Create and publish engaging, audience-focused digital and traditional content including copy, graphics, video, press releases, blogs and print materials.
- Develop our digital media presence across all major platforms, increasing our reach, engagement, followers and subscribers.
- Use insights and analytics to inform and improve digital activity.
- Ensure all communications and marketing materials align with brand guidelines and support colleagues to achieve the same.
- Encourage wider engagement and support from local residents and organisations, particularly amongst under-represented groups.
- Attend community events, promoting the Citizens Advice North Somerset.
- Maintain and improve digital assets, including the CANS website and media archives (e.g., photos and videos), ensuring content is accurate, current and reflects the organisation's values
- Keep up to date with best practice and ensure compliance with GDPR.
- Proactively build and maintain strong relationships with stakeholders and external agencies, promoting the work of CANS and the wider Citizens Advice network.
- Coordinate media enquiries, working closely with the senior leadership team when necessary, while fostering strong relationships with local media to increase coverage and feature opportunities for CANS

Research and Campaigns (R&C):

- Assist with our Research and Campaigns commitment.
- Take part in national Citizens Advice campaigns locally using pre-designed media packs to raise awareness of key issues.
- Undertake activities to engage with clients, seek their views and gain feedback on their experience of our services.
- Work with operational colleagues to identify and monitor local R&C issues.
- Work with Insights & Impact Manager to plan and deliver local campaigns. This may include analysing local data, writing press releases, arranging interviews, creating case studies and engaging local MPs and councillors.
- Contribute to, and when confident deliver, weekly R&C briefing to staff.

Equity, Diversity and Inclusion (EDI):

- Ensure that equity, diversity and inclusion is at the heart of all communication and engagement activities.
- Work with our EDI Campaigner to maintain and support our EDI calendar of events (e.g. Black History Month).

Contribute to the CANS Team

- Help deliver and update the communications strategy.
- Liaise with operational staff to secure case studies/interviews with clients that can be used to demonstrate the impact of our work.
- Liaise and co-ordinate with colleagues and projects to ensure that display materials and all documents being sent from the organisation are current, relevant and consistently comply with brand guidelines.
- Produce CANS weekly staff briefing and monthly stakeholder newsletter, creating and curating the content to meets audience needs.
- Assist with the planning and delivery of events, with a focus on promotion and technical set up.
- Provide written and/or verbal reports to the Management team as required.

Person Specification		Essential / Desirable
1	Experience in producing a range of quality media content (e.g. writing, images, video) with in-depth and working knowledge of all major social media platforms and digital newsletter software, including analytics	E
2	Experience of event planning and participating and contributing to events for promotion and awareness raising purposes	D
3	Experience of working independently, using your own initiative to generate ideas and implement a high quality programme of internal and external communications. A creative thinker with good problem solving abilities	E
4	Ability to manage and deliver projects to deadlines and prioritise competing demands	E
5	Excellent IT skills including Microsoft Office, social media and digital newsletter software e.g Mailerlite	E
6	Ability to collaborate and build strong relations with colleagues and key stakeholders with strong verbal and written communication skills	E
7	Understanding and commitment to the aims and principles of Citizens Advice	E
8	A strong and committed team player with a strong work ethic and lots of enthusiasm with an ability to work independently, maintain standards and be self-motivating	E
9	An understanding of the wider social, economic and environmental factors and their impact on our communities. A commitment to helping to reduce inequalities and proactively working to reach people from all communities	D
10	A commitment to continuing professional development	E