



This post is hosted by Taunton on behalf of all Citizens Advice Offices in Somerset

Content Creator (CC)

('Young Citizens Advice Somerset')

Job pack

Thanks for your interest in working at Citizens Advice Taunton. 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 Taunton
- 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, you can contact Jon Shoesmith (Chief Executive) by emailing ycasomerset@tauntoncab.org.uk and jon.shoesmith@tauntoncab.org.uk. To submit an application form please send it to info@tauntoncab.org.uk. To submit a Diversity Questionnaire please go to <https://www.surveymonkey.co.uk/r/JSPBB6M>

Closing date for applications:

Tuesday November 29th at 12.00

Interview date:

tbc, during w/c Dec 6th (please advise us

of any unavailability.

Highlights of the role

We want to adapt Citizens Advice (“CA”) to make it more young-person friendly. So, we’re recruiting for a content creator and social media co-ordinator who will work alongside our Development Worker to share what Citizens Advice Somerset (CA-S) can offer younger clients. Together, they will produce literature and public facing information for younger clients, to complement the advice delivery. Some key questions facing this project are:

-what is it about CA that deters some young people from approaching us, and how can we improve our public facing information and access routes (including social media and our websites), and our people skills to address that?

-how can we contribute to improving young people’s financial capability?

-what can we add to the range of existing support that helps young people prepare for the transition to adulthood / independent living?

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 5 national administrative offices and offer direct support to people in over 270 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 Taunton works

(Note- this post is hosted by Taunton on behalf of all 5 CA Offices in Somerset)

Citizens Advice Taunton (CA-T) delivers advice and support to nearly 8,000 people living and working in Taunton Deane and surrounding areas. We do this by providing the following services:



Generalist Advice Service – face-to-face, telephone and email advice delivered by our team of 60+ volunteer receptionists, advisers and administrators who are supported by paid Advice Supervisors. In 2019/20 our advice teams helped 7,932 clients with nearly 24,000 issues.



Somerset Adviceline – a telephone advice service delivered in partnership with all Somerset Citizens Advice offices. The service is staffed by volunteer and paid advisers.



Email advice – we deliver advice via our website email submission form. This The service is staffed by volunteer advisers and ensure that people who cannot call or visit receive the same quality advice service.



Outreach Services – face-to-face advice delivered by volunteer advisers. These services are delivered in Wellington, Priorswood and Halcon.



In-reach Service – face-to-face advice delivered by a paid specialist adviser to inpatients at Wellsprings Hospital and Wellesley Hospital.



Equality and Diversity – We apply core values of dignity, respect, equality and non-discrimination, based on our common humanity. We seek to foster empowerment and participation at all levels,



Research & Campaigns – we collect evidence of the issues facing our clients and we use this evidence to challenge unfairness and influence decision makers at local, regional and national level.



Dedicated Projects - We work in partnership with the Local Authority, Macmillan Cancer Support, Wessex Water, MS Society and many more local and national partners to deliver a number of additional paid staff projects, including:

One Teams Money Matters: our One Team Money Matters advisers provide debt advice to people living in a One Team area (Wellington, Halcon and Priorswood), or are referred to them by One Team workers.

Macmillan Benefits Advice Service: provides benefit advice and Macmillan grant applications to people affected by cancer. The service is delivered by telephone, email, and face-to-face at our main office, Musgrove Park Hospital, the Beacon Centre, St. Margaret's Hospice and at-home visits.

Multiple Sclerosis Access-to-Advice: provides advice and information on any subject to people affected by MS in the Taunton Deane area. The service is delivered by telephone, email, and face-to-face at our main office or at home if the client is housebound.

Pension Wise: guidance appointments are available for people approaching retirement or aged 50 or over, have a defined contribution pension, and have not had a guidance appointment before. Appointments are delivered across Somerset and beyond.

Litigants in Person: funded by the Community Justice Fund this project provides advice and assistance to survivors of Gender Violence and Abuse, to help them understand and complete the court processes required to arrange the protection they need from their perpetrator.

Open Mental Health: Working in partnership with an array of statutory and voluntary agencies to support people experiencing mental health difficulties to access to specialist mental health services, housing support, debt, benefit and employment advice.

Homelessness Reduction Act Debt: this is for clients approaching the local housing authority under the Homeless Reduction Act (which extended housing authority duties to people who were previously ineligible for their help), and is funded by them. Our role is to provide debt advice to those in potential housing need with the aim of averting homelessness.

Psychiatric in-reach advice: we provide a holistic advice service to in-patients at one local hospital, helping them to prepare for their return to the community, or to manage their affairs during their treatment.

Money and Pensions Service Increasing Debt Capacity project: this project was set up to increase the availability of debt advice following the upturn in financial hardship resulting from the Covid pandemic.

Universal Credit Help to Claim: this project helps people complete a UC claim and ensure that payments successfully start

Overview of Citizens Advice

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

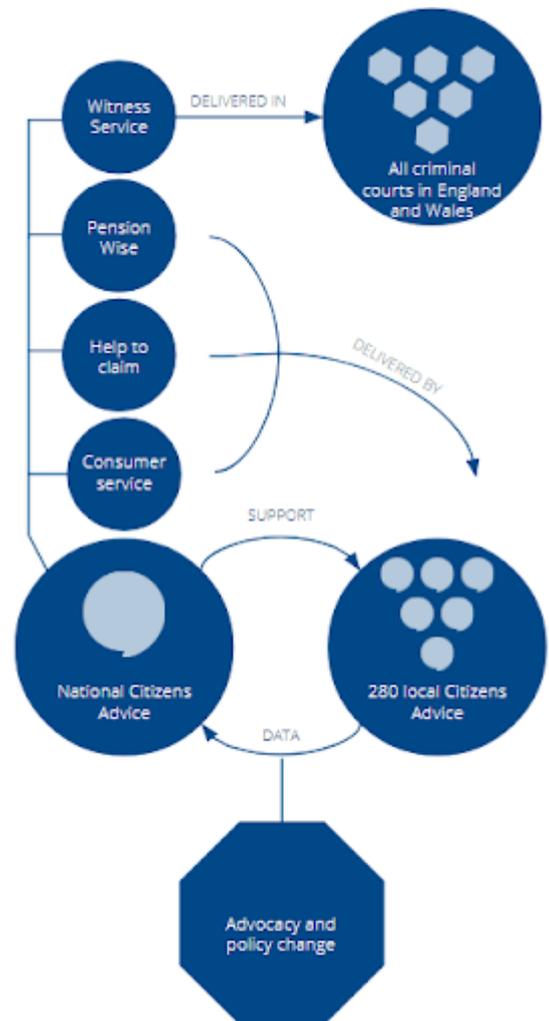
Taunton sits in the network of independent charities, delivering services from

- 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.



The Citizens Advice aims:

To provide the advice people need for the problems they face.

To improve the policies and practices that affect people's lives.

The Citizens Advice principles:

To provide free, independent, confidential and impartial advice to everyone on their rights and responsibilities.



The role

Context of role:

Responsible to Project Worker and then the CA Taunton Chief Executive.

The Opportunity & Role purpose:

See also 'Highlights of the role' on page 2.

Somerset County Council have used Covid related funding to create a pilot advice service for young people, in recognition that this age group will be particularly affected by the pandemic and its consequences. The Content Creator/Social Media Co-Ordinator (CC) will create content for both offline publication and online for all CA social media outlets across the county, work with the five individual offices to ensure their digital content is up to date and relevant for young people and make recommendations to the Project Worker and county CA group for outreach communications.

Salary: £ 22,000 (pro rata)

Hours: 7.5-10 hours per week (work pattern to be agreed but preferably two hours required on 9-5 on a Tuesday)

Job location: Taunton with potential for some home working

Contract type: Fixed term until 31/03/2022. Extension possible



Job description

Service delivery

- Create inspiring, informative, relevant and creative content for young people in both online and offline formats including videos, images, animated graphics, infographics etc.
- Work to create and manage content for our websites, newsletters and social media platforms to raise brand awareness within the client group.
- Launch new channels as appropriate.

- Liaise with five Somerset CA offices to ensure all social media outlets are up to date and cohesive. This will involve uploading and scheduling social media posts.
- Build links with other stakeholders and providers of relevant digital content for young people in Somerset.
- Assist the Develop Worker with enhancing our use of on-line platforms, and print media, for use in advice delivery and service promotion, to continually increase YP's awareness and use of the service
- Assist with the production of
- Remain abreast of issues affecting young people in order to maintain the right service offer for that client group
- Remain informed about local and national policy developments concerning the client group, including staying up to date with the national CA weekly posts and participating in national CA forums.
- Identify social media and marketing trends to stay current with how CA-S is presented to young people.
- Think creatively and proactively contribute new ideas for the project.
- Work with the Development Worker for content, produce educational materials for the client group and those who work with them.
- Produce reports on the reach and efficacy of posts and campaigns.
- Assist the Chief Officer and Development Worker to secure continuation funding for the project
- Work on any other reasonable activities that help support wider marketing and communications work.

Other duties and responsibilities

- Ensure that work undertaken reflects and supports the Citizens Advice aims and principles and its equality and diversity strategy
- Carry out any other tasks that may be within the scope of the post
- Abide by health and safety guidelines and share responsibility for own safety and that of colleagues



Person specification

Essential

1. Experience of creating content and campaigns for social media, in particular on TikTok, Instagram, YouTube, Twitter, Facebook, Snapchat. This experience could have been gained in the context of education, employment, or hobby work.

When responding to this criteria please include links to at least two examples of your work. One example should be video based and one should be image based.

2. Ability to use relevant software for graphics, video, audio and print (e.g. Graphics - Adobe Photoshop, Illustrator; Video/Audio – Adobe Creative Cloud, Adobe Premier Pro, Audition; Publications - Adobe InDesign, Microsoft Office, Canva, Mailchimp, Momenive or equivalents).

When responding to this criteria please specify which and any relevant qualifications.

3. Ability to create content for specific audiences with a mind to branding and tone of voice. *If you have an example of this to include, please do.*
4. An understanding of how to monitor and report on the success of posts and campaigns.
5. Knowledge of current advice issues affecting young people in Somerset
6. Excellent interpersonal skills and an ability to engage with others to develop warm and productive relationships whether in person, on the phone or online
7. Understanding of equality, diversity and inclusion issues.

Desirable

8. Experience of preparing and delivering education or self-help resources
9. Experience working with branding guidelines
10. Employment experience in a marketing or content creation environment
11. Self-motivated, proactive and open to working collaboratively
12. Experience of Safeguarding procedure
13. Driving license and access to a car

In accordance with Citizens Advice national policy the successful candidate may be screened by the DBS. However, a criminal record will not necessarily be a bar to your being able to take up the job.

Applying for this role

Please complete the application form **demonstrating how you meet the essential criteria listed in the person specification**. Please outline any relevant experience or examples in no more than 200 words per criteria.

How to complete the application

When assessing applications, we make decisions based on the quality and relevance of the examples and evidence you provide for how you meet the person specification.

See the Citizens Advice blog with some helpful tips on what we're looking for in a good application, and how we score them here - [5 tips to make your job application stand out.](#)

Please also see the guidance notes for applicants.

You may wish to use the S.T.A.R. method when outlining how you meet our requirements:

- **Specific** – give a specific example
- **Task** – briefly describe the task/objective/problem
- **Action** – tell us what you did
- **Results** – describe what results were achieved



What we give our staff

Annual leave - 22 days per year (from year two, increasing by one day per year to a maximum 26 days) plus bank holidays. Pro rata for part-time employees.

Pension contributions - an employer contribution of 5% to the workplace pension scheme.

A commitment to your development - being able to achieve is important to us at Citizens Advice Taunton. Training will be provided for your current job and we will work collaboratively with you to identify your learning and development needs, and assist you to reach these goals.

Employee Assistance Programme - everyone working at Citizens Advice has immediate access to professional and completely confidential counselling and legal advisory services.