



Head of Communications and Fundraising

Job pack

Thanks for your interest in working at Citizens Advice East Herts. 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 vision, values and objectives
- Overview of Citizens Advice East Herts
- The role profile and personal specification
- Terms and conditions

Want to chat about this role?

If you want to chat about the role further, you can contact Laura Hyde, Chief Executive by emailing hydel@citizensadviceeastherts.org.uk or phoning 01920 459931

Our Vision, Values and Objectives

Our **Vision** is to meet client needs, now and in the future.

OUR VISION

Meet client needs, now and in the future



We provide the advice people need for the problems they face



We improve the policies and practices that affect people's lives

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.

Our **Strategic Objectives**:

1. Meet client **access** needs
2. Meet client **advice** needs
3. Actively reach out to those who need an **adapted** service

STRATEGIC OBJECTIVES

Meet client **access** needs



STRATEGIC OBJECTIVES

Meet client **advice** needs



STRATEGIC OBJECTIVES

Actively reach out to those who need an **adapted** service



Overview of Citizens Advice East Herts

Citizens Advice East Herts provide free, confidential and impartial advice on any subject. We are an independent, local charity and a member of the Citizens Advice network. Last year we helped nearly 9,000 people in East Herts. Post Covid, demand for our service has increased considerably. We've recently produced a [report](#) which looks at the impact of the pandemic in East Herts and how we are helping.

Our general service operates Monday to Thursday and is currently being delivered remotely via phone, email, webchat and video (pre Covid we worked from 2 main advice centres and 3 outreach locations). We are in the process of opening 'hubs' across the community where volunteers can base themselves and offer face to face client appointments where needed. Our service is delivered by local volunteers, supported by paid supervisors. We provide on-going casework where required. This short [video](#) provides more background on how we are working.

“They were amazing when our life fell apart. Without them I don’t think I would be here”

Client

Our volunteer model means our services are locally delivered by and for members of the community, directly at the point of need.

“For me, working as an adviser at East Herts Citizens Advice ticks all the boxes. I get to be part of a team and learn new skills in a professional and supportive environment. Clients present with a very varied range of enquires and it is very satisfying to be part of an organisation that makes a real difference to people’s lives”

Volunteer

We are fortunate that East Herts is a largely affluent district but this can mask pockets of deprivation. There are many households experiencing multiple indices of deprivation living in close proximity to more affluent households. Life expectancy in more deprived areas is significantly lower than more prosperous neighbourhoods.

“It’s often harder to be poor in the midst of affluence than it is to be poor in stereotypical ‘poor’ areas. Services, funding, staffing, grants etc all gravitate to the poorer areas, even within the County, and so those who are in poverty in ‘richer’ areas are left even more isolated and excluded.”

Hertfordshire Matters

The clients we help include those most in need - they are most likely to earn significantly less than the average East Herts resident, less likely to be in employment, more likely to be disabled or have a long-term health problem, and less likely to own their own home. Over a quarter of our East Herts clients come from the five most deprived wards.

Whilst people seek help with many problems, the most common are benefits and tax credits, money advice, housing, employment and relationship problems. Our holistic service explores other issues in addition to the presenting problem.

We work locally in East Herts but also across Hertfordshire through our Citizens Advice Hertfordshire consortium. It is through this partnership that we provide countywide services.

Some problems are too difficult to be solved through advice alone. Our evidence shows there are systemic barriers which stop people's problems being resolved. Our work helps to remove these barriers by improving policy and practice. This can bring change not only for our clients but also for people who may never come to us for help. Our [Research and Campaigns](#) work provides evidence so that we can better target our support and our resources.

We have 88 volunteers and 20 (mainly part time) paid members of staff supported by an active board of 10 trustees. We have developed very good relationships with local stakeholders including our primary funder East Herts Council.

“Their level of expertise and local knowledge of East Herts and its communities are second to none.”

Partner Organisation

You can find out more about our work by looking at our [website](#) and reading our [2020/21 annual report](#).

Who we are and how we help				
				
Free advice for everyone – on everything	Advocacy - Research & Campaigns	88 volunteers	10 locations	1/4 East Herts clients from most deprived wards
What we do				
				
Face-to-face advice	Advice by phone	Advice by, video	Advice by email, webchat & Messenger	Casework
Our impact - 2020/21				
				
8,714 people helped	17,026 issues dealt with	4 in 5 said our advice improved their lives	90% would recommend our service	£37.84 public value return for every £1 invested
The future				
				
We want to recruit more advisers & offer more specialist support	We want to extend our opening hours	We want to raise our profile	We want to diversify our funding	We want to strengthen our partnership links



The Advertisement

Are you passionate about communications and supporting local communities? Join our friendly, close-knit team and drive the development of our community engagement and communications work.

Head of Communications and Fundraising

£31,621 pro rata (salary for 30 hours £25,639)

Part time, 30 hours per week

Permanent

Flexible home working with some travel across East Herts

About us

Citizens Advice East Herts provide free, confidential and impartial advice on any subject. We are an independent, local charity and a member of the Citizens Advice network. Last year we helped nearly 9,000 people.

This is a great time to join our organisation. Our new strategic plan focuses on ensuring that clients can easily access our advice service; that we have sufficient skilled advisers to help clients with their advice issues; and that we actively reach out to people whose problems cannot be solved by phone or digital advice.

About the role

Communications, community engagement and fundraising are central to delivering our goals, and as a member of the Senior Leadership Team, you will be key to ensuring that we meet client needs – now and in the future.

Our ideal candidate will have communication and also fundraising expertise, however having superb communication and interpersonal skills are more important. Additionally, being able to think strategically and also build relationships with a wide range of people are key to the success of this role.

Citizens Advice values diversity, promotes equality and challenges discrimination. We encourage and welcome applications from people of all background particularly from disabled and Black, Asian and Minority Ethnic people, as they are currently under represented in our workforce.

Benefits

We offer our people as much flexibility and autonomy as possible; we all work from home with travel to community locations in East Hertfordshire as required and so access to a car is essential.

For a full list of benefits please refer to the job pack available on our [website](#).

How to Apply

Please visit our [website](#) for more information on what we do and how to apply.

If you want to chat about the role further, you can contact Laura Hyde, Chief Executive by emailing hydel@citizensadviceeastherts.org.uk or phoning 01920 459931

Application deadline: 27 January 2022 9am

Interviews: Interviews 3 February 2022

<https://citizensadviceeastherts.org.uk/paid-staff-vacancies/>

The Role

Job title	Head of Communications and Fundraising
Reporting to	Chief Executive
Responsible for	Community Engagement Manager plus volunteers
Location	Home working with some travel across East Herts
Hours	30 hours per week
Contract	Permanent
Role purpose	Lead our communications, community engagement and fundraising work - communicate to stakeholders, proactively engage with local community partners and grow income

Introduction

This is a great time to join our organisation as Head of Communications and Fundraising. Our new strategic plan focuses on ensuring that clients can easily access our advice service; that we have sufficient skilled advisers to help clients with their advice issues; and actively reach out to people whose problems cannot be solved by phone or digital advice. Communications, community engagement and fundraising are central to delivering our goals, and as a member of the Senior Leadership Team, you will be key to ensuring that we meet client needs – now and in the future.

The role of the Head of Communications and Fundraising is to lead the development of our community engagement work and to continue our excellent work in communications and fundraising. Achievements to date include:

Communications:

- Social media presence regularly connecting with around 7,500 people per month across 4 channels
- Use of video including this [animation](#) explaining our new service model
- Regular features in local newspapers and publications for example our [fortnightly column](#) with the Bishop's Stortford Independent

- Research reports including our [Covid One Year On report](#)
- Information to the public on how to access our service including roller banners, posters and 'here to help' leaflets
- New [website](#) to promote access to our service and how to support our charity
- Partner updates and connections with local businesses for example the Chambers of Commerce and Ware to do Business
- Internal fortnightly newsletters and briefings, daily hangouts, Workplace sharing, team meetings and social events

Community engagement

- Recruitment of a Community Engagement Manager to deliver our work
- Community hubs around East Herts to give information, advice appointments and provide a working space for volunteers
- Freephones and public PCs in partner spaces
- Led the adoption of [Frontline in East Herts](#) - an online referral tool (via the internet and mobile app) to help local people access services in the community

Fundraising:

We have increased our income by over £100k pa since having dedicated fundraising support. We have done this by:

- Successful applications to national and local funders including The National Lottery Community Fund, People's Postcode Lottery and The Ware Charities
- Community fundraising including the London Marathon, sponsored walks and support from local schools and Rotary groups
- Individual donations including via our 'Friends of East Herts Citizens Advice' group
- Grants from local councils and Herts Community Foundation

In addition we have been successful getting pro bono support for our work including the development and maintenance of our [website](#).

Our ideal candidate will have communication and fundraising expertise, however having superb communication and interpersonal skills are more important. Being able to think strategically, build relationships with a wide range of people are key to the success of this role.

Our people, partners and clients tell us that we are a great organisation to be involved with. We offer our people as much flexibility and autonomy as possible; we all work from home with travel to community locations in East Hertfordshire as required and so access to your own car is necessary.

Areas of work

Area of work	Key elements / tasks	% of time
Communications	Manage, develop and deliver the communications strategy	30
	Manage external communication including digital media, the website and traditional media	
	Manage internal communication and lead on events including staff meetings and the AGM	
	Build and manage relationships with key stakeholders	
	Ensure that Research and Campaigns work is targeted and communicated	
	Lead on key documents such as the annual report and impact reports	
Engagement	Lead the strategic approach to community engagement, ensuring that local people, including those most in need or digitally excluded, can access our advice service	30
	Use evidence provided by the Research and Campaigns team to prioritise and target community engagement activity	
	Proactively seek out community engagement opportunities, building and maintaining relationships	
Fundraising	Manage, develop and deliver the fundraising strategy alongside the Chief Executive to grow a sustainable and diverse income stream	25
	Research, write and submit applications to local and national funders including local councils, Trusts and Foundations	
	Grow and maximise income by developing community and corporate fundraising and pro bono support	
	Ensure all fundraising meets the standards of the Code of Fundraising Practice	
SLT	Work alongside Senior Leadership Team colleagues to shape and deliver the strategic business plan. Deputise for the Chief Executive as appropriate	5
People management	Manage staff and support volunteers working within areas of responsibility	5

Other	Maintain financial records and contribute to decisions on the allocation of resources	5
	Attend internal and external meetings, representing the organisation as required	
	Abide by Health and Safety guidelines and share responsibility for own safety and that of colleagues	
	Carry out any other tasks that may be within the scope of the post	

Person specification

- Excellent communication (written and oral) and interpersonal skills with the ability to build positive relationships with a wide range stakeholders
- Ability to think and act strategically and create, implement and develop business plans
- Commitment to our vision, values and goals
- Expertise in communications including digital and print media
- Commitment to community engagement and an understanding of local community needs with a willingness to meet local partners and build relationships
- Experience of successful funding applications, community or corporate fundraising desirable
- Lead and contribute to a team, including the ability to prioritise own work to meet deadlines, whilst dealing with a number of projects simultaneously
- Good ICT skills including Google and Microsoft packages and digital media
- Track record in planning and delivering projects
- Experience of managing budgets and the ability to contribute to decisions on the allocation of resources
- Create a positive working environment in which Equity, Diversity and Inclusion are well managed, dignity at work is upheld and staff are empowered and motivated to do their best
- Ability and willingness to travel around East Herts (so access to own car necessary) with very occasional evening / weekend work.



Terms and Conditions

Citizens Advice East Herts has a home working model which involves working from home and community locations in East Herts as required.

The full-time working week is 37 hours and normal hours are from 9am to 5.30pm Monday to Thursday and 9am to 5pm on Friday. More flexible arrangements may be agreed.

Reasonable expenses will be reimbursed for costs incurred. All reasonable car parking expenses are reimbursed.

This is a permanent position. There is a probationary period of 6 months.

The annual leave year runs from 1 April to 31 March and full-time employees are entitled to 5.6 weeks paid annual leave plus statutory holidays. Part time employees receive a pro rate annual leave entitlement.

There is an auto enrolment pension scheme with an employer contribution of 3% and an employee contribution of 5%.