# Citizens Advice Plymouth

# CA_Plymouth_logo_PosterInternal & External Application

**Title:** Marketing and Communications Apprentice

### Hours: 30 hours per week

### Salary: 30 hours per week at £5.00 per hour. PAYE monthly

### Holiday: 25 days annual leave plus bank holidays and an additional 2.5 days to be taken between Christmas & New Year (pro rata for part-time employees).

**Benefits:** Healthcare Plan

Employee Assistance Programme

Other benefits available subject to eligibility

### Responsible to: Marketing and Communications Officer

### Work base: Cobourg House, Mayflower Street, Plymouth

**Apprenticeship**

**Provider:** City College Plymouth

**Apprenticeship:** Level 3 Apprenticeship in Digital Marketing (completed through workplace learning)

**Apprenticeship**

**Duration:** 18 months (fixed term contract)

**Apply:** Return your completed application pack to [recruitment2@plymouthcab.org.uk](mailto:recruitment2@plymouthcab.org.uk) by the closing date/time.

*Please note we do not accept CVs or letters of interest. Please refer to our Skills & Experience section to demonstrate how your experience, skills and knowledge meet the requirements of the role.*

**Closing Date:** Friday 1st November 2019

**Interview date:** TBC

Citizens Advice Plymouth is a small-medium sized charity which is part of the Citizens Advice national network of over 200 organisations that delivers advice and information across England and Wales. Our main purpose is to deliver quality advice and information; engaging with clients through a range of routes including e mail, web-chat, telephone and face-to-face contact.

**Role Profile:**

This is a fantastic opportunity to learn and develop your career in marketing and communications with a leading charity in Plymouth.

Our Marketing and Communications team work across our projects both delivered locally in Plymouth and nationally through our partnerships and we are looking for someone with a real drive to tell the stories that matter and promote the work we carry out for those who need our service.

We can provide a superb environment on the job training with an experienced and dynamic team and you will work with the team in the production of internal, local, regional and national marketing and communications materials for all parts of the Citizens Advice Plymouth organisation.

**Required Skills and Qualities**

● Demonstrate a commitment to Citizens Advice Plymouth’s aim, objectives and principles.

● Willingness to develop own skills and knowledge as part of self-development including undertaking further mandatory training as necessary.

● Sensitivity to the needs of others and a respect for views, values and cultures that are different to their own.

● Friendliness, approachability and willingness to work as part of a team.

● Good communication skills both written and oral.

● Ability to use a computer / good general IT skills

● Ability to use the Internet to access appropriate information.

● A desire to working in a marketing/creative field

● English GCSE grade C and above

**The role will include:**

● Keep up to date with existing and potential current issues and media in relation to the work of Citizen Advice Plymouth

● Work with the team to help plan, develop and implement press and marketing campaigns

● Provide support to other service personnel on relevant aspects of marketing and communications

● Participate in the work of the Research and Campaigns team to generate content for use across campaigns

● Assist in the preparation of reporting and evaluation on marketing and communication activities

● Prepare content for social media channels and campaigns

● Engage with the different parts of the organisation to provide marketing and communication support for their work

**Other Duties and Responsibilities**

**(General)**

* Participate fully in the life of Citizens Advice Plymouth, attending office meetings, internal planning events etc. as agreed with the line manager.
* Assist and provide support to other team members as and when required to help develop a strong and effective team relationship and team spirit.
* Ensure the highest standard of consideration and respect to all stakeholders of the Citizens Advice service, including clients, volunteers, colleagues and funders.
* 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 to ensure the effective delivery and development of the service.
* Demonstrate commitment to the aims and policies of the Citizens Advice service.

A job description does not constitute a ‘term and condition of employment’. It is provided only as a guide to assist an individual in the performance of the job and is not included to be an inflexible list of tasks.

Citizens Advice Plymouth is a fast-moving organisation and therefore an employee’s duties may be varied from time to time. The post holder accepts that they may be asked to undertake any other work or duties as may reasonably be required within the scope of and commensurate to the nature of the post as and when required.

**Aims, Values, Principles & Behaviours**

**Aims**

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

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

The service provides free, independent, confidential and impartial advice to everyone on their rights and responsibilities.

**Principles**

We provide free, independent, confidential and impartial advice to everyone on their rights and responsibilities. We value diversity, promote equality and challenge discrimination.

**Values**

Responsible: We’re informed and honest

Generous: We’re compassionate and collaborative

Inventive: We’re problem-solving and forward-thinking

**Behaviours Framework**

1. A commitment to the aims and principles of the Citizens Advice service in everything we do.
2. A passion for encouraging open debate to resolve issues to improve our services to clients.
3. A “no surprise” management culture in the delivery of “promises” & commitments within a full disclosure environment. Leaders will “walk the talk” not “talk the talk.
4. Everyone has leadership responsibilities to be a positive role model, bringing enthusiasm into the working environment. You don’t need permission!
5. A “no same mistake tolerant, no fear culture”.
6. Respectful & professional in all interactions with clients, colleagues & external stakeholders.
7. Harness the power of teamwork – but not as an abdication of individual accountability.
8. Working within cross-functional teams with no silo mentality
9. Our meetings will be decision or idea focused with clear outcomes and/or solutions.
10. A passion for health, safety, wellbeing, and the environment underpinned by our policies.

While we remain Legal, Ethical and Credible



** 3 things you should know about Citizens Advice**

**1. We’re local and we’re national**. We have 6 national offices and offer direct support to people in over 290 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.

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| **CONFIDENTIAL APPLICATION FORM SECTION 1**  HR Team  Citizens Advice Plymouth  Floor 3, Cobourg House, 32, Mayflower Street, PLYMOUTH PL1 1QX  Email address [recruitment2@plymouthcab.org.uk](mailto:recruitment2@plymouthcab.org.uk) |
| **Please refer to the Guidance Notes for Applicants before completing this application form.** We value diversity, promote equality and challenge discrimination. We encourage and welcome applications from suitably skilled candidates from all backgrounds.  Members of the recruitment panel will consider information you provide against the person specification for the role to decide whether you will be shortlisted for an interview.  It is therefore essential that you complete the form fully and that you **clearly demonstrate** **how you meet each point on the person specification.** Please note that CVs are not accepted. |

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| Position applied for: | Marketing and Communications Apprenticeship |
| **Personal information for correspondence** | |
| Full Name |  |
| Address |  |
| Postcode |  |
| Email |  |
| Telephone home |  |
| Mobile |  |
| We will normally contact you by email. However, if you would prefer to be contacted by another method please advise: | |
| **Information, experience, knowledge, skills & abilities** | |
| **It is essential that you complete this section in full.**  **Please refer to the guidance notes for applications for further details.**   * Please explain how you meet each point within required skills and qualities section. you should write at least one paragraph for each point listed and include examples, using the same order and numbers. * A useful format may be using S.T.A.R for each point (as detailed above in the guidance notes). | |

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| **Person Specification:**  Please explain and demonstrate how your experience, skills and knowledge meet the selection criteria for the post described in the Person Specification |
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| **Career History** | |
| Please include your current / previous employment (including job training schemes), voluntary work, community activities, school placements, time caring for dependents etc. Please put in date order, starting with the most recent. (Continue on a separate sheet if necessary).  **Please ensure that you fully complete for all roles and include any gaps for career breaks.** | |
| **Employer’s name & address** | **State position held, outline briefly the nature of the work and your responsibilities** |
|  |  |
| Type of business: |  |
| Length of time employed: | To/From |
| Reason for leaving |  |

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| **Employer’s name & address** | **State position held, outline briefly the nature of the work and your responsibilities** |
|  |  |
| Type of business: |  |
| Length of time employed: | To/From |
| Reason for leaving |  |
| **Employer’s name & address** | **State position held, outline briefly the nature of the work and your responsibilities** |
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| Type of business: |  |
| Length of time employed: | To/From |
| Reason for leaving |  |

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| **Employer’s name & address** | **State position held, outline briefly the nature of the work and your responsibilities** |
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| Type of business: |  |
| Length of time employed: | To/From |
| Reason for leaving |  |

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| **Employer’s name & address** | **State position held, outline briefly the nature of the work and your responsibilities** |
|  |  |
| Type of business: |  |
| Length of time employed: | To/From |
| Reason for leaving |  |

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| **If you have worked or volunteered at Citizens Advice within the last 5 years, please provide further details. References will be taken up for successful candidates.** | | |
| Employer’s name & address | State position held and outline briefly the nature of the work and your responsibilities. | |
|  |  | |
| Dates: | |
| From: | To |
| Reasons for leaving: | |
| Manager’s name and contact details: | | |

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| **Education history** | | |
| Please give details of qualifications you have obtained from school, college, or university. | | |
| **Subject** | **Level** | **Grade** |
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| **Professional Development** |
| Please give details of any professional qualifications, including membership of any professional bodies and any job-related training that you may have undertaken. |
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| **Criminal Convictions** | |
| Have you had any previous convictions not regarded as spent under the Rehabilitation of Offenders Act 1974? | **YES / NO** |
| If YES, please provide details of the offence and the date of conviction: | |
| Having a criminal record will not necessarily bar you from working for Citizens Advice Plymouth – much will depend on the type of job you have applied for and the background and circumstances of your offence.  For some posts, an offer of employment will be subject to a DBS check, please see Guidance Notes and Application Pack for further details. | |

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| **Advice** |
| Have you received advice from Citizens Advice Plymouth within the last 3 months? **Yes / No** |
| Having received advice from Citizens Advice Plymouth will not affect your application, all shortlisted applicants will be checked against our advice database to confirm your case record has been closed for 3 months before employment would commence. |

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| **References** |
| * Please provide the names, addresses, telephone numbers and email addresses of two people who may be approached for references. * **One of these should be your present or most recent employer**, the other could 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 post applied for. * **If you are an internal applicant**, please ensure that you add your current line manager as a referee. * References will only be taken up for successful candidates following interview. |

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| **Referee 1** |  | |
| Name |  | |
| Address |  | |
| Postcode |  | |
| Telephone |  | |
| Email |  | |
| In which context does this referee know you? | |  |

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| **Referee 2** |  | |
| Name |  | |
| Address |  | |
| Postcode |  | |
| Telephone |  | |
| Email |  | |
| In which context does this referee know you? | |  |

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| **If I am successful in my application for employment, I authorize Citizens Advice Plymouth to contact my referee named above for a reference.** |
| Signed: Date: |

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| **Attachments** | | | |
| Have you attached any separate sheets or documents? | YES / NO | If yes how many? |  |

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| **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 Plymouth does not hold a sponsor licence and, therefore, cannot issue certificates of sponsorship under the points-based system. |

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| **CONFIDENTIAL APPLICATION FORM**  **SECTION 3**  **Diversity monitoring**  Please note this section will be detached before sending your application to the recruitment panel for shortlisting. |

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| The Citizens Advice service is committed to valuing diversity and promoting equality. We encourage and welcome applications from suitably qualified candidates from all backgrounds regardless of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.  To achieve these aims we need to know about the diversity of people who apply to work in the service. Please help us by providing the information requested in the form below  **Data protection overview**  **If you are happy to provide it, we will use this information for the sole purpose of allowing us to monitor equality of opportunity and treatment as necessary to maintain or promote equality within Citizens Advice Plymouth.**  **The information you give us will be kept securely, won't be shared outside the service and is confidential.**  **It will not be seen by anyone responsible for making recruitment decisions or have any impact on you directly.**  **If you are successful in your application and we require this information for other purposes, you will be asked to provide it separately - i.e. this form will not be used for other purposes.**  **If you would prefer not to answer any of the questions we ask, please leave them blank. If you would like us to stop using the information you provide, please contact us.**  **Thank you for your co-operation.**  **The following information will not be seen by the recruitment panel and will not affect your application.** |

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| **Job title:** | **Marketing and Communications Apprentice** | |
| **Candidate ref. number (for office use only):** | |  |

**Age**Which age bracket do you fit into? Put a cross in the relevant box below. circle delete_heritageblue

|  |  |  |  |
| --- | --- | --- | --- |
| Under 25 |  | 25-34 |  |
| 45-54 |  | 55-64 |  |
| 65 and over |  | Prefer not to say |  |

**Gender**  
What best describes your gender? Put a cross in the relevant box or write in a preferred term.

|  |  |  |
| --- | --- | --- |
| Female |  |  |
| Male |  |  |
| I prefer to use another term: |  |  |
| Prefer not to say |  |  |

**Sexual orientation**  
What is your sexual orientation? Put a cross in the relevant box or write in a preferred term.

|  |  |  |  |
| --- | --- | --- | --- |
| Heterosexual/Straight |  | Gay Man |  |
| Gay Woman / Lesbian |  | Bisexual |  |
| I prefer to use another term: |  | |  |

**Ethnic origin**  
How would you describe yourself? Choose **one** section (A to E) and put a cross in the relevant box within it.

|  |  |  |
| --- | --- | --- |
| **A. White** | English/Welsh/Scottish/Northern Irish/British |  |
| Irish |  |
| Gypsy or Irish Traveler |  |
| Any other White background  Please state: |  |

|  |  |  |
| --- | --- | --- |
| **B. Mixed/multiple ethnic groups** | White & Black Caribbean |  |
| White & Black African |  |
| White & Asian |  |
| Any other Mixed/multiple ethnic background  Please write in………………………………………. |  |

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| **C. Asian/Asian British** | Indian |  |
| Pakistani |  |
| Bangladeshi |  |
| Chinese |  |
| Any other Asian Background  Please write in………………………………………. |  |

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| **D. Black/African/ Caribbean/Black British** | African |  |
| Caribbean |  |
| Other Black/African/Caribbean background  Please write in………………………………………. |  |

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| **E. Another ethnic group** | Arab |  |
| Any other ethnic group  Please write in………………………………………. |  |

**Disability**   
The Citizens Advice service believes that people are disabled by the barrier’s society places in their way and not by their own impairments. We believe everyone has a role to play in society and we want the service to benefit from the widest range of talent available.

A disabled person is defined under the Equality Act 2010 as someone with a ‘**physical or mental impairment which has a substantial and long-term adverse effect on that person’s ability to carry out normal day-to-day activities**.’

Do you consider yourself to be disabled under the Equality Act 2010?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Yes |  |  | No |  |

*The information on this form is for monitoring purposes only.*

*If you require any reasonable adjustments to be made in the recruitment process or at work subsequently if appointed, please make sure you tell us separately from this form. We follow the social model of disability which believes that it is the barriers created by society which disable people. We will use reasonable adjustments wherever possible to remove those barriers.*

**Gender Identity**  
Is your gender identity the same as the gender you were assigned at birth? Put a cross in the relevant box.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Yes |  |  | No |  |

**Religion or belief**Which group below do you most identify with? Put a cross in the relevant box.

|  |  |
| --- | --- |
| No religion |  |
| Christian (including all denominations) |  |
| Buddhist |  |
| Hindu |  |
| Jewish |  |
| Muslim |  |
| Sikh |  |
| Any other religion or belief  Please write in………………………………………. |  |

**Which website, publication or other source did you first hear of this opportunity?**

Please give details in box below

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**Guidance notes for applicants**

Thank you for your interest in working with Citizens Advice Plymouth.

**Application form**

* Please complete your application and return it by e-mail (as a Word document) no later than the closing date/time referred to in the advert. If you return your application via e-mail, there is no requirement to send a hard copy.
* Unfortunately, we don’t accept CVs instead of a completed application form unless specifically stated in the advert.
* The application form plays a key part in our recruitment and selection process and we use the information you provide about your skills and experience to assess your suitability for the role.
* It is important that you complete the application form as fully and accurately as possible, ensuring that you give specific examples which demonstrate how you meet the essential and desirable criteria for the role for which you are applying.

**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 or unpaid work, school or college work, family, or home responsibilities, can also be given.

**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 Plymouth Citizen’s Advice does not hold a sponsor licence and, therefore, cannot issue certificates of sponsorship under the points-based system.

**Diversity Monitoring**

Plymouth Citizen’s Advice values diversity and promotes equality. We encourage and welcome applications from suitably skilled candidates from all backgrounds. Monitoring recruitment and selection procedures is one way of helping us to ensure that there is no unfair discrimination in the way that we recruit people. To do this we need to know about the diversity profile of people who apply for posts at Plymouth Citizen’s Advice. This information is given in confidence for monitoring purposes only and is not seen by anyone responsible for making recruitment decisions. However, if you would prefer not to answer any of the questions we ask, please leave them blank.

**Criminal convictions**

Anyone who applies to work within Plymouth Citizen’s Advice 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 Plymouth – 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 office took place. All other convictions will be considered on an individual basis.

Disclosure and Barring Service (DBS) checks (formerly Criminal Records Bureau (DBS) checks) are only requested where proportionate and relevant to the post concerned. If the post for which you are applying for requires a DBS check, this will be noted in the application pack.

# Shortlisting outcomes

Shortlisted applicants who reach the minimum 60% shortlisting score will be invited for an interview. Some positions may require additional assessments (practical task/test or assessment centre). If this is the case, further details will be provided if you are shortlisted.