MONEY
ADVICE TRUST

BUSINESS DEBTLINE

NATIONAL DEBTLINE

WISER ADVISER

Senior Policy and Communications Officer

Recruitment Pack

Money Advice Trust

October 2019

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About us

The Money Advice Trust is a charity which helps people across the UK tackle their debts and manage their money with confidence. The Trust's main activities are providing free advice through National Debtline and Business Debtline; supporting advisers through Wiseradviser; providing training and consultancy to companies; and improving the UK's money and debt environment through policy, research and awareness raising campaigns. We work closely with a range of stakeholders from industry, the advice sector, government and regulators; partnership is at the heart of how we fulfil our mission. You can find out more about us by visiting www.moneyadvicetrust.org.

National Debtline provides free advice and resources to help people deal with their debts. Our service is available over the phone, through our website and via webchat. Run by the Money Advice Trust, National Debtline offers practical self-help – empowering people in debt to speak to creditors directly and put solutions in place to resolve their debt problems. Last year, (2018), we helped 98,890 people on the phone and a further 54,050 people through our webchat service. In addition there were 1,371,590 visits to the National Debtline website. 94% of our callers say they are clear on the next steps they need to take following our advice. National Debtline is completely free, confidential and independent. For more information, visit www.nationaldebtline.org.

Business Debtline provides free advice and resources to help people deal with their business finances and business debts. Our service is available over the phone, through our website and via webchat. Run by the Money Advice Trust, Business Debtline offers practical self-help – empowering people to speak to creditors directly, and put solutions in place to resolve their business finance and debt problems. Our debt advisers are experts and help thousands of people with their finances every year. Last year (2018), we helped over 34,490 small businesses and self-employed people by phone, and a further 16,880 people through our webchat service. In addition there were 338,540 visits to the Business Debtline website. 93% of callers say they are clear on the next steps they need to take following our advice. Business Debtline is the only free debt advice service for small businesses and the self-employed in the UK, and is completely confidential and independent. For more information, visit www.businessdebtline.org.

Wiseradviser provides training and support, online and face-to-face, to advisers in free-to-client organisations across the UK. Last year, Wiseradviser provided over 10,730 training places to advisers in 820 free-to-client organisations across the UK. 95% of people who use our training find that it has helped them do their job. You can find out more by visiting www.wiseradviser.org.

A Living Wage Employer

The Money Advice Trust is proud to be a Living Wage employer, having been accredited in April 2015. This means that every member of staff in our organisation earns not just the minimum wage but the Living Wage. For more information visit www.livingwage.org.uk

A look to the future

Our overall aim is to help people across the UK to tackle their debts and manage their money with confidence. Our rolling annual plan focuses on how we will 'help more people, more effectively'.

We are achieving this by realising the benefits of the recent investment the Trust has made in technology, building in-house capabilities to improve the services that we offer and in doing so, becoming more cost effective. Over the next three years, we will continue to grow the number of people we serve both directly through our advice services and indirectly via our support to advisers in the sector through Wiseradviser.

Our partnerships with the wider advice sector also enable us to move more clients to phone and online advice meaning we can support more people. This, together with the enhanced use of data will give us the evidence to better understand the indebted population and the causes and impact of debt, and demonstrate how we have successfully 'helped more people, more effectively'.

Impact Report

Our Impact Report is a summary of our statistics showing how we have helped more people, more effectively through the Trust's services.

Our values

Extensive work has been conducted involving our staff in developing our values. The outcome was three simple, but effective statements that describe our culture: Be Balanced; Be Supportive; Be Innovative. We are looking to recruit someone who reflects these values and who can help continue to embed these.

What our employees say

Scott, Business Debtline adviser

"The greatest compliment I have received from clients I have helped is them saying, "I have been able to sleep soundly again!" The job satisfaction and pride I have in my role is immeasurable. I'm proud that by the time clients have hung up they are clear on their next steps and to be part of an organisation that has a positive impact on individual lives, each and every call."

Dan, National Debtline adviser

"Before joining National Debtline I never realised how vulnerable people could be. But, I have also learned just how much people can be empowered to improve their situation. My favourite part of the job is when someone calls you believing there is no way out from their situation, then, over the course of the call you can feel their confidence increasing to the point where you know that going forward they are going to be able to take really positive, potentially life-changing steps."

Deborah, quality assurance manager

"I have been at the Trust for over 20 years and seen many changes in the debt advice sector during this time. Ensuring quality has always been a central part of our work. Last year we built on our approach to ensure the needs of the individual remain at the forefront and we improved how we identify people in vulnerable circumstances. Advisers receive bespoke training to improve how they encourage disclosure from the people we help so that we can adapt our support to their needs. This includes breaking down advice into manageable chunks and arranging call backs."

Regina, digital advice officer

"Having previously worked as an adviser I had a good understanding of debt advice clients. In our digital team we work hard to ensure that all of our website content covers what people need to know. Our user testing shows how people interact with our digital services and the feedback enables us to make changes that we know will benefit our clients."

Senior Policy and Communications Officer

Central London

Circa £34,000 p.a. plus generous Annual Leave and Pension

Are you excited about how policy and communications can be used to help people in difficulty, and bring about positive change?

For nearly three decades, the Money Advice Trust has been helping people across the UK to tackle their debts and manage their money with confidence. We run National Debtline, offering free, independent and confidential advice on personal debt over the phone and online, and Business Debtline, the UK's only free dedicated debt advice service for small business owners. We are also the leading training body for UK debt advisers, and provide a training and consultancy service for companies who engage with people in financial difficulty.

We use this frontline work to improve the UK's money and debt environment through our influencing strategy – working with government, regulators, creditors and partner charities to bring about changes to policy and practice. With debt problems currently high on the media, policy and political agenda, this is an exciting time to join this area of our work.

As a key member of the public affairs department, the **Senior Policy and Communications Officer** will play a pivotal role in delivering this work – developing policy positions across a range of debt and credit-related policy issues and engaging with civil servants, politicians, regulators, industry and other stakeholders. This combined policy and communications role will help develop policy in support of the charity's influencing strategy, as well as plan and deliver a wide range of communications activity including writing persuasive and engaging articles, press releases and blogs and developing creative social media content.

This is the perfect opportunity for someone with policy and/or communications experience looking to apply and further develop their skills, in an organisation where there are opportunities to deliver real and meaningful change for people in financial difficulty.

Please send a CV and covering letter to recruitment@moneyadvicetrust.org giving supporting evidence of how you meet the criteria for the role as outlined in the job description and the person specification.

To download a full recruitment pack which gives more information on the Trust, please visit our website at www.moneyadvicetrust.org

Unfortunately due to the expected volume of interest for this role, we will not be able to respond to each application. Therefore if you have not been contacted on the shortlist date, you have been unsuccessful on this occasion but we may keep your details on file for future roles that may be of interest

MONEY ADVICE TRUST

BUSINESS DEBTLINE NATIONAL DEBTLINE WISER ADVISER

ADVICE YOU CAN TRUST

Job description

Job title: Senior Policy and Communications Officer
Reports to: Communications and Marketing Manager
Based at: 21 Garlick Hill, London EC4V 2AU

Job purpose

To support the charity's influencing strategy by analysing, developing and communicating policy positions on a range of issues related to debt and credit – and to plan and deliver effective communications activity across a range of channels in support of the Trust's objectives.

This combined policy and communications role includes developing policy positions, producing responses to consultations and engaging with stakeholders on relevant policy issues, in addition to developing engaging communications content including for our website, social media channels, press releases, articles, blogs and email newsletters.

Key responsibilities

Developing and communicating policy

- Writing policy consultation responses, reports, briefings, blogs and articles in a style and format appropriate to the intended audience
- Drawing on the Trust's evidence and insight from National Debtline and Business Debtline to develop and support well-reasoned policy arguments
- Engaging with key external stakeholders, including civil servants, regulators and policy professionals in other organisations, in order to present and explain the Trust's positions and negotiate with others to influence policy change
- Representing the Trust at external meetings as required
- Briefing senior members of staff, including the chief executive, on policy issues

Writing and developing content across channels

- Working with the communications and marketing manager to plan and develop new content including press releases, opinion articles, blog posts, social media content and email newsletters
- Working with the communications and marketing manager to ensure the smooth running of the charity's press office, including dealing with inbound queries from journalists and media monitoring tasks
- Managing the Trust's communications planning grid

Social media and blogs

- Managing the charity's Money Advice Trust-branded Twitter and LinkedIn channels, including developing creating and engaging content that support's the Trusts' priorities
- Managing and editing the Trust's 'Thoughts at the Trust' blog, building relationships with and commissioning internal and external experts and bloggers, ensuring high quality content

Events and stakeholder communications

- Assisting with the planning and delivery of the Trust's annual programme of events, including roundtables and stakeholder events and co-ordinating our quarterly stakeholder communications
- Drafting briefings for senior staff for meetings and events, including working with the communications and marketing manager to produce briefings and speeches for the chief executive

General responsibilities

- Providing cover for other members of the public affairs and marketing department in their absence
- Maintaining an interest in political and media developments
- Any other related tasks as directed by the communications and marketing manager, policy manager or head of public affairs and marketing
- Work to agreed budgets with approved suppliers
- Complying with organisational policies

Any other duties commensurate with the level of the post

Person Specification

	Criteria tested at		
Criteria	Application	Interview	Assessment
Qualifications			
• Degree or equivalent qualification/experience (essential)	X		
• Professional qualification in public affairs, PR or communications e.g. CIPR, PRCA (desirable)			
Knowledge & Experience - essential			
• Experience of using policy and communications to support organisational objectives	X	X	X
• Excellent writing and editing skills with an emphasis on developing engaging and persuasive copy	X		X
• Experience of delivering and managing events such as roundtables and receptions	X	X	
• Experience of developing policy including drawing on insight and evidence in building arguments	X	X	
• Experience of engaging stakeholders in the process of policy development	X	X	
• Experience of producing content for a wide range of communications channels including social media, blogs, articles and press releases	X	X	X
Knowledge and experience – desirable			
• Experience of working in a charity or social policy context	X	X	
• Experience of dealing with journalists and handling media queries	X	X	
• Experience of developing visual content as well as written copy	X	X	
Skills & Competencies			
• Ability to work under pressure, to tight deadlines and prioritise own workload		X	X
• Confident in dealing with external contacts		X	
• Negotiation skills			
• Ability to understand, synthesise and clearly present policy information		X	X
• Verbal and written fluency, and an ability to present to a range of difference audiences		X	X
• Attention to detail		X	X
• Creative and tenacious in solving problems		X	

• Ability to act as an 'ambassador' for the Trust in a range of public fora		X	X
Personal Qualities			
• Empathy with people who experience problem debt		X	
• Passionate about the role of policy and communications in helping people and bringing about change		X	
• Balanced, supportive and innovative in approach		X	
• Enthusiasm for developing an organisation's reputation and profile		X	
• Committed to delivering organisational strategies and plans, and achieving KPIs		X	
• Curious to understand complex information and issues, and good attention to detail		X	
• Willingness to travel within UK and work outside of normal hours when required		X	

How to apply

Please send your CV with a covering letter detailing how you meet the requirements of the job description and person specification to:

recruitment@moneyadvicetrust.org

or by post to:

Human Resources Department
Money Advice Trust
51-53 Hagley Road
Birmingham B16 8TP

The deadline for applications is 30th October

Unfortunately we are unable to respond to applicants who have not been shortlisted.

Recruitment Timetable

Advert closes	-	30th October 2019
Interviews	-	Mid November

Terms and Conditions

Senior Policy and Communications Officer Role

Salary	Circa 34k
Hours	35 hours per week. Flexible, however generally normal daily working times between 9.00 am – 5.00 pm Monday to Friday.

Benefits

Annual leave

- 29 days' annual leave per year, plus public holidays.
- Option to purchase or sell up to two days' leave.
- Duvet days – up to 1 day per quarter may be taken as short notice holiday, out of the annual leave entitlement.

Group Personal Pension Scheme

You are eligible to join the MAT Group Personal Pension Scheme. The scheme requires an employee contribution, which will then attract an employer contribution as follows:

Year of Service	Employee pension contribution	Pension contribution from the Trust
1st year	3%	5%
2nd year	4%	5.5%
3rd year	5%	6%

(NB years two and three increases are optional – employer contributions are contingent on employees increasing their contribution).

Health and wellbeing

- At our Birmingham office – free onsite gym
- Eye Care – employees who habitually use visual display equipment (VDU) are entitled to a free eye test every two years, and for employees who require glasses specifically for VDU use are entitled to a voucher towards their glasses.
- Eligibility to join the BHSF (Birmingham Hospital Saturday Fund) health scheme. For a monthly fee dependent on the level of cover, employees may reclaim everyday health care costs such as dentist, optical and consultancy fees.
- Flu vaccinations – all employees are offered the opportunity to have an annual flu vaccination, provided by a trained nurse at the office premises.
- EAP scheme - employees and their families also have access to an external confidential support service available 24 hours a day, all year round. It offers advice on dealing with a variety of issues such as work, financial, family, marital and legal.

Family Friendly Benefits

- Enhanced Maternity Pay – The Trust tops up maternity pay to full pay for the first 13 weeks of maternity leave.
- Parental Leave (conditions apply)

Money Saving Initiatives

- Season Ticket Loan – employees can take advantage of buying an annual or half-yearly travel ticket through a season ticket loan which is repaid via equal deductions from salary.
- Each year during June, employees based in Birmingham have the opportunity to join the Car Parking Scheme. This is where Employees are able to purchase subsidised parking for the year, and the loan is then repaid via equal deductions from Employee's salary each month over twelve months
- Access to The Word, our Reward Portal, where you can obtain discounts on a wide range of high street shopping, holidays, days out and travel.

Life Insurance

- MAT offers a death in service benefit of four times annual salary payable to the employee's nominated beneficiary in the event of death.

Values Rewards

- Staff can nominate each other for awards for #livingourvalues through our 'Thanks' tool and each quarter an award is made to an employee for being balanced, supportive or innovative. Vouchers will be awarded to winners.
- In addition to this vouchers are also awarded for other initiatives such as long service or full attendance.