

MONEY
ADVICE TRUST

BUSINESS
DEBTLINE

NATIONAL
DEBTLINE

WISER
ADVISER

Marketing Officer Recruitment Pack

Money Advice Trust

May 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.moneyadvice Trust.org.

NATIONAL DEBTLINE

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

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.

WISER ADVISER

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 Wiseraadviser.

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.”



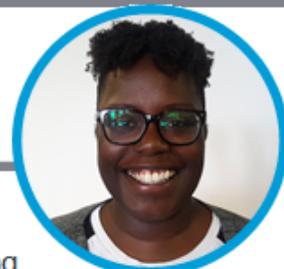
Dan, National Debtline adviser

“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.”

Marketing Officer

Central London

Circa £32,000 p.a. plus pension

Are you an enthusiastic marketing professional? Looking for an opportunity to make a difference? Then we want to hear from you!

We need someone with strong marketing expertise to help us promote our training and consultancy services. Working in both the money advice sector, and across a wide range of commercial sectors in the credit industry, the role is ideal for an enthusiastic marketing professional looking to make their mark.

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 do this through our National Debtline and Business Debtline advice services – and increasingly, through our free training for money advisers and commercial training and consultancy service for creditors.

This role will play an essential role in this growing area of our work – planning and delivering marketing campaigns that promote our Wiseradviser training for the advice sector, and our commercial training and consultancy to help creditors identify and support customers in vulnerable circumstances.

The successful candidate will be an experienced marketing professional, able to bring their marketing knowledge and skills to our broader communications team. The role will also plan and deliver social media digital marketing activity for our other channels and brands, help manage the Trust's website and help meet SEO goals.

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 personal specification.

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

The closing date for applications is Thursday 16th May 2019
Interviews - 28th – 30th May 2019

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.

Job Description

Job title: Marketing officer (training)
Reports to: Media and communications manager
Based at: 21 Garlick Hill, London EC4V 2AU

Job purpose:

To work with the rest of the communications team and with the Training & Consultancy and Business Development teams, to plan and deliver results-driven marketing campaigns for the Trust's training and consultancy services.

Using marketing expertise, the role will co-ordinate and deliver cross-channel campaigns to promote our training and consultancy offer for creditor organisations, as well as campaigns that enable more people to access our free Wiseradviser training for money and debt advisers. The role will also plan and deliver social media and digital marketing activity for the Trust's National Debtline and Business Debtline brands, help manage the Trust's website and help meet SEO goals.

Key responsibilities and accountabilities:

Marketing campaigns to promote our training

- Plan and deliver marketing campaigns to promote the Trust's training and consultancy service for creditors, working closely with the Training & Consultancy and Business Development teams.
- Plan and deliver marketing campaigns to promote the Trust's free Wiseradviser training for money and debt advisers, working closely with the Training & Consultancy team
- Project manage research, planning, delivery and evaluation of specific marketing programmes and campaigns, including the use of email marketing, printed materials and advertising, website content, social media to promote the Trust's training and consultancy services
- Use stakeholder or subject research to inform marketing plans, including identifying target markets for each campaign
- Devise and deliver marketing campaigns that are within brand guidelines as necessary and to budget

Delivery across channels

- Oversee regular e-bulletins, promote our training services, and provide content for the Trust's wider e-communications with stakeholders.
- Working with colleagues in the communications team, write regular pitches and articles for trade media outlets that increase and maintain the profile of Wiseradviser and the Trust's training and consultancy for businesses.
- Help to run the Trust's conferences and awards programme, ensuring a presence at all conferences relevant to our training and consultancy services. Liaising with stakeholders and partners to ensure we maximise all channels to promote free training to the advice sector and our training for creditors, ensuring good communication through the projects and building good relationships

Evaluation

- Evaluating the success of specific campaigns using analytic tools and feed this back to others working in communications and marketing for future improvement
- Maintaining statistics and provide reports on marketing activity as requested.
- Contributing to the development of long-term marketing plans by identifying new opportunities and building on trends in traditional and digital media

Digital marketing for other brands

- Planning and delivering engaging and creative social media content for our National Debtline and Business Debtline brands (across Twitter, Facebook and YouTube)
- Planning and delivering Google Ads for our National Debtline brand, working with an external agency, and deliver Google Ads in-house for Business Debtline
- Helping to meet SEO goals, including working with colleagues in the Client Experience team
- Help to manage the Trust's website, including using the Content Management System, Google Analytics and identifying opportunities for improvement

General responsibilities

- Providing cover for other members of the communications team as required
- Any other related tasks as directed by the media and communications manager or head of public affairs and marketing
- Work to agreed budgets with approved suppliers
- Comply with organisational policies
- Any other relevant administrative and support duties required to ensure an efficient and effective operation

Any other duties commensurate with the level of the post

Person Specification

Criteria	Criteria tested at		
	Application	Interview	Assessment
Qualifications <ul style="list-style-type: none"> Degree or equivalent experience (essential) Professional qualification in marketing or communications e.g. CIM or IDM (desirable) 	X		
Knowledge & experience - essential <ul style="list-style-type: none"> Experience of delivering marketing activity across a wide range of channels, including printed materials and advertising, e-marketing, website content and social media Experience of managing an organisation's presence at conferences Experience of using data and insight to inform marketing campaigns Experience of website management using a Content Management System Experience of evaluating campaigns, including setting and delivering against KPIs Experience of managing Google Ads and other digital marketing tools 	X	X	X
Knowledge & experience - desirable <ul style="list-style-type: none"> Experience of working in a commercial environment Experience with HTML / CSS 	X	X	
Skills & competencies – essential <ul style="list-style-type: none"> Excellent writing and editing skills 		X	X

<p>with an emphasis on developing accessible copy tailored to different audiences</p> <ul style="list-style-type: none"> • Ability to manage external agencies • Can work under pressure, to tight deadlines and prioritise own workload 		<p>X</p> <p>X</p>	<p>X</p>
<p>Personal Qualities</p> <ul style="list-style-type: none"> • Empathy with people who experience problem debt • Passionate about the role of PR and communications in helping people and bringing about change • Balanced, supportive and innovative in approach • Enthusiasm for developing an organisation's reputation and profile • Committed to delivering organisational strategies and plans, and achieving KPIs • Curious to understand complex information and issues, and good attention to detail • Willingness to travel within UK and work outside of normal hours when required 		<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	

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 Thursday 16th May 2019

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

Recruitment Timetable

Shortlisting	-	Week commencing 20 th May 2019
Interviews	-	28 th - 30 th May 2019

Terms and conditions

Marketing Officer

Salary	Circa £32,000 per annum
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

- 26 days' annual leave per year, plus 3 shut down days between Christmas and New Year, and 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
1 st year	3%	5%
2 nd year	4%	5.5%
3 rd 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 recognition portal and each quarter an award is made to an employee for being balanced, supportive or innovative. Points can then be spent in our online catalogue.
- In addition to this points are also awarded for other initiatives such as long service or full attendance.