



New Forest

Advice Locality Manager – West New Forest

Job pack

Thank you for your interest in working within the Citizens Advice service. This job pack should give you everything you need to know to apply for this role and what it means to work within the Citizens Advice service.

In this pack you'll find:

- Our values
- 3 things you should know about us
- Overview of the Citizens Advice service
- Overview of the Advice Locality Manager role
- Role Profile and Person Specification
- Our approach to Equity, Diversity & Inclusion (EDI)
- Further information and how to apply

Our values

Values to help us achieve our cultural ambition: an inclusive, purpose driven workplace that listens, works together, is open and honest, accessible and helps everyone be the best they can be.

Purpose driven we always focus on the people who need our help.

People focused we recognise, value and reward contributions and talents in an open, fair, and meaningful way.

Collaborative we build relationships across teams and locations to foster innovation and inclusive ways of working.

Transparent we are open and honest, sharing information early and often whenever we can.

3 things you should know about us

1. We're local and we're national. Citizens Advice have 4 national offices and offer direct support to people across England, Wales and the Channel Islands in 236 independent local Citizens Advice services, including within the New Forest.

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.

• Overview of the Citizens Advice service

The Citizens Advice service comprises a network of 236 independent local Citizens Advice charities across England, Wales and the Channel Islands, and the national charity. The role of the national charity is to enable local Citizens Advice to deliver their services and jointly deliver other services at a national level, including the website.

Citizens Advice provide support from:

- 511 local Citizens Advice offices in communities across England and Wales
- over 1,166 outreaches in local communities, such as GPs' surgeries, hospitals, libraries, prisons and community centres
- the Witness Service, available in 234 criminal courts across England and Wales

Across the whole of Citizens Advice, the service is delivered by around:

- 10,000 local staff
- 19,500 volunteers

We help millions of people every year with free, independent and expert advice across the broadest range of areas – from money and debt to benefits, housing, energy, work and so much more.

• **Overview of the Advice Locality Manager role**

The Advice Locality Manager is responsible for overseeing and developing the delivery of high-quality advice services within a designated geographic area of the New Forest. This role involves managing staff and volunteers to ensure effective service delivery, leading on operational improvements and building strong relationships with local partners and community groups. The post-holder will work to ensure that advice reaches the community through local offices and outreach services, ensuring our services are accessible to all, including those in rural or hard-to-reach areas.



Role Profile

Job Title	Advice Locality Manager, West New Forest
Reporting to	Advice Operations Manager
Annual Salary	£28,000 (FTE)
Hours of work	18 hours per week (flexible working arrangements available)
Location	Ringwood, New Forest
Holiday	25 days per annum (pro rata), plus bank holidays
Key Responsibilities	
<p>1. Service Management and Delivery</p> <ul style="list-style-type: none">• Oversee the delivery of advice services within a specific locality of the New Forest, ensuring that services are accessible and meet the needs of local communities.• Manage the delivery of advice at core locations as well as through outreach services, expanding access to clients in rural or underserved areas.• Monitor and evaluate service performance within the locality, ensuring that targets, key performance indicators (KPIs), and service quality standards are met.• Handle complex or high-level client cases within the locality, offering advice and decision-making support when required.• Identify opportunities for service improvements and innovations to enhance client experience and meet emerging local needs.	

2. Local Outreach and Community Engagement

- Develop and maintain outreach services within the locality to provide advice in community locations, ensuring that the service reaches clients who may face barriers to accessing support.
- Build and maintain relationships with local organisations, community groups, and statutory bodies to increase the visibility and reach of advice services.
- Work with partners such as local councils, health services, and housing associations to develop collaborative outreach projects tailored to the needs of the locality.
- Promote the advice service locally to ensure that clients, partners, and the community are aware of the support available.

3. Team Management and Leadership

- Recruit, train and manage a team of paid staff and volunteers working within the designated area, ensuring they have the necessary skills, knowledge, and support to deliver excellent service.
- Provide leadership, coaching, and development opportunities to ensure staff and volunteers remain engaged and motivated.
- Conduct regular appraisals, supervision meetings, and performance reviews for staff and volunteers.
- Foster a collaborative and positive work environment that reflects the values of Citizens Advice.

4. Research and Campaigns

- Contribute to the development of research and campaigns work by identifying trends and issues that affect local clients, based on the data gathered through advice services.
- Work with the Research and Campaigns team to highlight key issues and contribute to local or national campaigns aimed at influencing positive change.
- Encourage staff and volunteers to support campaigns by collecting evidence and insights from client cases to help influence policy and decision-makers.
- Use data and case studies to raise awareness of issues affecting local communities and work with local partners and stakeholders to address these concerns.

5. Compliance and Quality Assurance

- Ensure that all advice services comply with relevant legal and regulatory frameworks, including Citizens Advice quality standards and policies.
- Manage case reviews, audits and risk assessments to ensure continuous service improvement.
- Maintain up-to-date knowledge of relevant legislation, policies, and procedures that may impact the advice service.

6. Monitoring, Evaluation, and Reporting

- Oversee the collection and analysis of data for service monitoring, evaluation, and reporting purposes within the locality.
- Prepare and present reports on service performance to the CEO, trustees and external funders as required.
- Ensure all client data is handled securely and in line with GDPR requirements.

Other

- Complete induction and mandatory training relevant to your role
- Work within our organisational key principles, policies & procedures
- Embed Equity, Diversity and Inclusion (EDI) in day-to-day work
- Work effectively both independently and collaboratively in teams
- Undertake any other duties as might be reasonably required within the scope of this role

Person Specification

Essential Criteria

- Proven experience managing an advice service or similar function in the charity sector or a related field.
- A good awareness of the issues that affect clients, such as welfare benefits, debt, housing, and employment.
- Demonstrated leadership skills with the ability to motivate, manage, and develop staff and volunteers.
- Excellent communication skills, both written and verbal, with the ability to influence and engage stakeholders.
- High level of organisational and time-management skills, able to manage multiple priorities effectively.
- Experience of developing and managing outreach services within the community.
- Ability to engage with external partners and manage relationships to enhance service delivery.
- Ability to work independently, as well as part of a team, with a proactive and solutions-focused approach.

Desirable Criteria

- Knowledge of the Citizens Advice network and its advice frameworks.
- Experience of managing change and driving service improvements.
- Knowledge of safeguarding policies and procedures.

Additional Requirements

- The role requires frequent travel within the New Forest, hence a reliable means of transport is essential. Candidates who can drive and own a vehicle insured for business purposes will be well-suited for this position.

Our approach to Equity, Diversity and Inclusion (EDI)

EDI is of strategic importance within Citizens Advice New Forest (CANF) and recognised as integral to all we do as a service.

Central to pursuing our EDI mission is building diverse and inclusive teams in which everyone has a sense of belonging. We particularly welcome applications from people we would like to see better represented in our organisation and sector - people of colour, LGBTQ+ people and disabled people.

We are also a flexible employer, so our roles may suit anyone who'd prefer a flexible arrangement to help their work/life balance.

Further information & how to apply

If you would like to discuss this role further, please email jobs@canf.uk

To apply for this role, please send a CV and cover letter (no more 500 words) to jobs@canf.uk to explain how your skills and experience fit with the requirements of this role. **Applications will only be accepted on receipt of a CV and cover letter to this email address.**

Applicants will be considered on a rolling basis and the closing date for this role is **Monday 26th January 2026.**