



# Advice Locality Manager (West)

## 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

<b>Job Title</b>	Advice Locality Manager - West
<b>Reporting to</b>	Advice Operations Manager
<b>Salary</b>	£28,000 (FTE) with salary review on successful completion of probation
<b>Hours of work</b>	Part-time 18 hours per week
<b>Location</b>	Ringwood and surrounding area, New Forest
<b>Holiday</b>	25 days per annum (pro rata), plus bank holidays (pro rata)
<b>Key Responsibilities</b>	<p><b>1. Service Management and Delivery</b></p> <ul style="list-style-type: none"><li>• 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.</li><li>• Manage the delivery of advice at core locations as well as through outreach services, expanding access to clients in rural or underserved areas.</li><li>• Monitor and evaluate service performance within the locality, ensuring that targets, key performance indicators (KPIs) and service quality standards are met.</li><li>• Support Assessors &amp; Advisers in handling client issues, directing them to expert advice when needed and providing guidance as required.</li><li>• Identify opportunities for service improvements and innovations to enhance client experience and meet emerging local needs.</li></ul> <p><b>2. Local Outreach and Community Engagement</b></p>

- Identify and manage the 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 volunteers working within the locality, ensuring they have the necessary skills, knowledge, and support to deliver excellent service.
- Run local Inductions, skills coaching and learning opportunities for staff and volunteers, as appropriate
- Conduct regular staff appraisals and annual volunteer evaluations, through CANF's performance management process.
- Foster a collaborative and positive work environment that reflects the values of Citizens Advice.

### **4. Research and Campaigns**

- Work with the Research and Campaigns team 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.

### **5. Compliance and Quality Assurance**

- Ensure that advice services comply with relevant legal and regulatory frameworks, including Citizens Advice quality standards and policies.
- Ensure continuous service improvement through completing case reviews, audits and risk assessments.

	<ul style="list-style-type: none"> <li>• Maintain up-to-date knowledge of relevant legislation, policies and procedures that may impact the advice service.</li> </ul> <p><b>6. Data Monitoring, Evaluation and Protection</b></p> <ul style="list-style-type: none"> <li>• Oversee the collection and analysis of data for service monitoring, evaluation and reporting purposes within the locality.</li> <li>• Prepare and present reports on service performance to the Advice Operations Manager, Projects Manager and others, as required.</li> <li>• Ensure all client data is handled securely and in line with data protection requirements.</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• Complete an induction and training as appropriate.</li> <li>• Comply with the organisation’s published policies and Procedures.</li> <li>• Uphold the aims and principles of the organisation.</li> <li>• In accordance with Citizens Advice national policy the successful candidate may be screened by the DBS. However, a criminal record will not necessarily be a bar to your being able to take up the job.</li> <li>• Undertake any other duties as might be reasonably required within the scope of the role.</li> </ul>

# Person Specification

## Essential Criteria

- Proven experience in managing an advice service or a similar operational function.
- Strong management skills, with the ability to motivate, lead, and develop a team.
- Demonstrated experience in managing change and driving continuous service improvements.
- Excellent written and verbal communication skills, with the ability to influence and engage a wide range of stakeholders.
- Strong organisational and time-management abilities, with the capacity to manage multiple priorities effectively.
- Ability to build and maintain productive relationships with external partners to enhance service delivery.
- Ability to work independently and collaboratively, with a proactive, solutions-focused approach.

## Desirable Criteria

- Knowledge of the Citizens Advice network and its advice frameworks.
- Experience of developing and managing outreach services within the community.
- Experience dealing with some of the issues that affect our clients, such as welfare benefits, debt, housing, and employment.
- Has previously worked with or as a volunteer.
- 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](mailto:jobs@canf.uk)

To apply for this role, please send a CV and cover letter (no more 500 words) to [jobs@canf.uk](mailto: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 Friday 27th March 2026.