

## Welcome from the Welfare Benefits Manager

April 2025

Dear Applicant,

Thank you for your interest in the role of **Welfare Benefits Advisor**

This is a fantastic opportunity for the right candidate to join Age UK Bexley and make a real difference to the organisation and to our clients.

We are looking for a committed and enthusiastic person to join our team supporting older people in the London Borough of Bexley. You will be a driver, with use of your own transport, flexible, with good IT skills, excellent inter-personal and communication skills and previous knowledge of the welfare benefits system.

The job description and person specification for the role is attached.

To apply, please send your CV with an additional supporting statement on no more than 2 sides of A4, explaining how you meet the person specification, to me at: [michele.crombie@ageukbexley.org.uk](mailto:michele.crombie@ageukbexley.org.uk).

The closing date for receipt of applications is Thursday 22 May 2025 and we will be holding interviews on Friday 30 May.

If you have not heard from us by 26 May, please assume that you have not been shortlisted for interview.

We look forward to hearing from you.

Yours faithfully,

***Michele Crombie***

Michele Crombie  
Welfare Benefits Manager

## **ABOUT THE ROLE**

Age UK Bexley provides an income maximization service for older people in Bexley.

Currently, we have a small team of 5 paid staff members who provide the service, one full-time and 4 part-time, as well as 3 volunteers who help clients to complete benefit claim forms and Blue Badge forms. The 2 senior staff members carry out benefit checks (usually over the phone initially), identify benefits that the client can claim and then pass them to another staff member or a volunteer who can assist them to make the claim. This involves either visiting people in their own homes or arranging an appointment for them to come to our offices in Belvedere.

The service is very much in demand, and even more so since the cost-of-living crisis and withdrawal of the winter fuel payment. We now have a long waiting list and we therefore decided to fund-raise specifically for this service so that we could afford another full-time benefits advisor. We would like the new staff member to be trained in doing benefit checks as well as helping with claim forms, so that s/he can support the service wherever that support is needed.

At the same time, we are expanding the service to include advice and support for older people around housing issues, as well as benefits.

We have successfully applied for the Quality of Advice Award from Age UK National. Achieving the award has meant we have had to change our systems so that we do a lot more in-depth recording of the advice and information we provide for clients. This is an important part of the role, so the ability to use IT systems and learn to use new ones, including our CRM database, Charity Log, is essential.

Overall, though, we are more interested in your commitment, your ability to learn quickly and your inter-personal skills and personal qualities, than in your previous knowledge or experience as training will be provided.

## **JOB DESCRIPTION**

<b>Job Title:</b>	Welfare Benefits Advisor
<b>Responsible to:</b>	Welfare Benefits Manager
<b>Location:</b>	Based at the Age UK Bexley office, some outreach locations throughout the Borough and home visits where required.
<b>Salary:</b>	Starting salary of £28,406 per annum (36 hours per week)

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### **Job Purpose**

To assist older people to maximise their income by assisting them to apply for benefits they could be entitled to. These benefits include Attendance Allowance, Personal Independence Payments, Pension Credit, Housing Benefit, and Council Tax Reduction.

Undertake training in order to understand the benefits system as a whole with a view to being able to identify eligible benefits and provide advice and support to clients on their rights and entitlements.

### **Main duties and responsibilities**

#### **1) Service Delivery**

Deliver services to older people that could include housebound clients in their own home, at Outreach sessions in the borough, where appropriate, by making appointments for office visits, appointments over the telephone or through the use of digital platforms.

- a) Support clients to apply for relevant benefits once the Welfare Benefits Manager or Senior Welfare Benefits Advisor has identified that they are eligible to claim.
- b) Provide information and advice to clients
- c) Refer clients to other Age UK Bexley services or other voluntary or statutory organisations where appropriate

#### **2) Quality Assurance**

- a) Ensure at all times that you work within service standards and in particular the Age UK Information and Advice Quality Programme.
- b) Contribute to the preparation of monitoring and evaluation reports
- c) Work with the Welfare Benefits Manager on aspects of service planning and development

#### **3) Team Working**

- a) Attend and actively contribute to Team Meetings

- b) Provide support to Welfare Benefits and Blue Badge volunteers when required
- c) Encourage positive team working and lines of communication between all staff across Age UK Bexley
- d) Contribute to the induction of new staff and volunteers

#### **4) Training and Professional Development**

- a) Undertake training in order to understand the Welfare Benefits system as a whole with a view to undertaking benefit checks and identifying clients' needs in order to correctly advise them on what benefits they are entitled to.
- b) Identify own training and development needs and participate in appropriate activities to maintain and develop relevant skills, knowledge and awareness
- c) Prepare for, attend and contribute to support and supervision sessions and Personal Development Reviews
- d) Keep up to date with current legislation and changes in social care policy

#### **5) Public Relations and Partnership Working**

- a) Work with the Welfare Benefits Manager to ensure that Age UK Bexley's services are effectively publicised throughout the diverse community of Bexley
- b) Work with providers of complementary services, especially those to whom we refer/who refer to us, including participating in appropriate meetings
- c) Positively promote the work of the service and ensure regular and effective feedback from clients and partner organisations
- d) Contribute to public events and campaigns as required

#### **6) Planning and Service Development**

- a) Be alert to possible service developments and work with the Welfare Benefits Team to develop new projects
- b) Contribute to organisational service reviews and planning as required

#### **7) Other**

- a) Be self-servicing, using our CRM system (Charity Log) for statistical recording, case recording and document production
- b) Actively implement the aims, principles and equalities policies of Age UK Bexley
- c) Comply at all times with the policies and procedures of Age UK Bexley
- d) Understand the process for raising safeguarding concerns and the route of accountability
- e) Abide by health and safety guidelines and share responsibly for the safety of others and self
- f) Carry out any other relevant tasks as required, to ensure the effective development of the organisation and the delivery of its services.

## Age UK Bexley

### Person Specification

#### Post: Welfare Benefits Advisor

ESSENTIAL REQUIREMENTS		To be tested by
1)	Understand, empathise with and be committed to Age UK Bexley's aims, principles and equality, diversity and inclusion policies	A & I
2)	At least one year's full time (or full-time equivalent) recent experience of working with older people in a social care setting	A & I
3)	Understanding of the support needs of older people	A & I
4)	Knowledge of the welfare benefits system, particularly in relation to older people	A & I
5)	1 year's experience of working within the public or voluntary sector in an information and advice setting	A & I
6)	Commitment to empowering older people to have choice and control over their lives	A & I
7)	Skills to provide a Supported Benefits Advice Service, including negotiation and advocacy	A & I
8)	Skills to communicate effectively in person and over the telephone with individuals and with a wide variety of audiences	A & I
9)	Written communication skills, for letter writing and completing forms	A, T & I
10)	Skills to read, assimilate and explain complex information quickly, verbally and in writing	A, T & I
11)	Skills to do and explain figure work, for benefits calculations	A, T & I
12)	Good IT skills and the ability to use a CRM system	A, T & I
13)	Skills to manage competing priorities and to plan, prioritise and manage workload	A & I
14)	Skills to work calmly under pressure	A & I
15)	Willingness to work at any site in the L B Bexley	A & I
16)	Driving licence and use of own transport	A
17)	Willingness to work as part of a small team	A & I