

# Recruitment Pack

## Information and Advice Manager



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## **Background Information**

Age UK Croydon is an equal opportunities employer and any discrimination or harassment on the grounds of colour, sex, race, nationality, religion, ethnic origin, sexual orientation, disability, marital status, domestic circumstances, trade union membership/non-membership, or age will not be tolerated

Age UK Croydon has been providing services for older people in Croydon since 1995. We are a registered charity (number 1081013) and a company limited by guarantee.

Age UK Croydon is a vibrant and successful voluntary sector charity whose aim is to promote the health, wellbeing and independence of older people who live in Croydon.

Age UK Croydon has a dynamic staff team of seventy five, over ninety volunteers and an annual turnover of approximately £1.5 million. We run an extensive range of activities and services to promote the health, wellbeing and independence of older people in Croydon. In all we directly run some sixteen projects.

**VISION** - A Croydon where everyone can love later life

**MISSION STATEMENT** - To lead the way in empowering, enabling, supporting and connecting older people in the London Borough of Croydon to live well, healthily and independently.

### OUR CORE VALUES

Our core values are at the heart of how we work. They represent the feeling we want people to get when they work with us and they guide the decisions we make as individuals and as an organisation.

Value	Explanatory statement	Associated behaviours
<b>Integrity</b>	We treat everyone equally and with respect	<ul style="list-style-type: none"> <li>• Create open and honest relationships with everyone we work with</li> <li>• Build trust with all stakeholders through doing the right thing</li> </ul>
<b>Empowerment</b>	We work with people to ensure their independence	<ul style="list-style-type: none"> <li>• Educate and empower people to make their own decisions</li> <li>• Give confidence to people to help them act on their own authority</li> </ul>
<b>Trust</b>	We're honest, truthful and can be relied upon	<ul style="list-style-type: none"> <li>• Work together as a team, treating everyone with fairness and respect</li> <li>• When we say we'll do something, we do it</li> </ul>
<b>Compassion</b>	We're warm and approachable	<ul style="list-style-type: none"> <li>• Listen to others and demonstrate empathy in our interactions</li> <li>• Demonstrate our thoughtful and caring approach</li> </ul>
<b>Collaboration</b>	We work in partnership with like-minded people	<ul style="list-style-type: none"> <li>• Create effective partnerships both internally and externally</li> <li>• Work in a collaborative and integrated way towards a common goal</li> </ul>

## Job Description

**Job Title:** Information & Advice Manager  
**Job Location:** Croydon  
**Reporting to:** Programmes Director  
**Responsible for:** Information and Advices Services staff and volunteers  
**Hours of Work:** 35 hours per week  
**Salary:** £33,324  
**Pension:** Auto enrolment applies

### **Background to Role**

Information and Advice is a key service at Age UK Croydon and our vision is a Croydon where everyone can love later life. Our mission is to lead the way in empowering, enabling and supporting older people in the London Borough of Croydon to live well, healthily and independently.

We are guided by our values Integrity, Empowerment, Trust, Compassion and Collaboration.

The Information and Advice service is the front door to all services at Age UK Croydon and to the wider support and service offer in Croydon from statutory and voluntary sector partners. The service combines a blended model of delivery with a telephone helpline; information and advice drop ins at various key sites across the borough; face to face appointments, advocacy and home visits. Since COVID-19 we have consigned most of our work to the telephone, home visits if it is safe to do so and online (zoom appointments) where possible. We pride ourselves on a fully accessible service and the quality of the service provided by a committed and experienced team. Partnership working both internally and externally is key. We are included in the new Locality model of service delivery in collaboration with our own service and One Croydon Alliance partners which is a new and exciting integrated service delivery model, providing support for the residents in Croydon

### **Purpose of Role**

- To oversee the services to older people approaching Age UK Croydon for information, advice and support and to ensure that they are provided with an appropriate service in-house or suitably referred on. This includes continuing to build and develop the Helpline service
- To ensure the effective and efficient operation of the information service and advice service.
- Lead on application for Quality of Advice Assessment for the Age UK Information and Advice Quality Standard
- To highlight new trends, develop services accordingly, including identifying and preparing funding bids, contributing to planning and service development, growth and sustainability.

- Contribute to the implementation of the strategy and achievement of objectives as a member of the Management Team.
- Nurture and build partnership and integrated working with One Croydon Alliance partners, statutory and voluntary sectors.
- Represent Age UK Croydon appropriate meetings and voluntary sector groups, boards and meetings
- Be responsible for managing a caseload of referrals.

## **MAIN DUTIES AND RESPONSIBILITIES**

### **Management of staff and volunteers**

- To monitor and manage caseloads, ensuring that work is purposeful, targets are clear and caseloads are manageable; and allocate work to advice workers.
- To recruit and manage staff in line with Age UK Croydon's policies and guarantee the efficient and effective operation of the outreach service and helpline
- Carry out regular supervision and technical supervision to support the team to achieve their full potential and support continuous improvement and quality of advice
- Maintain a regular training programme both in house and external to keep up to date with changes to guidance and legislation as appropriate.
- To develop the role of volunteers involved in delivery of the information and advice service by liaising with the Volunteer Manager.

### **Quality**

- To ensure that the advice team work to sound professional standards that meet the Age UK I&A Quality Programme benchmarks, and thus conform to the requirements of the Advice Quality Standard, and Age UK policies and procedures. To keep informed of developments in benefits, community care, housing options and other issues relating to older people, including attendance at training and updating events, and to ensure that the team is appropriately informed.
- To ensure that, at all times, team members adhere to the principles of good customer care, ensuring that feedback from clients is received, analysed and considered on a regular basis, and to be involved in arranging more formal service evaluations.
- To be responsible for compiling and presenting monitoring reports (statistical and narrative) for internal and external reporting purposes and other reports as required, making use of IT and attending monitoring meetings.
- To ensure that records are maintained to meet quality standards and in accordance with the Data Protection Act and General Data Protection Regulations.

### **Development work and social policy**

- To develop services in response to service feedback, unmet need, social policy and best practice changes. This will include identifying how the service can integrate with the new Locality model in development with One Croydon Alliance
- Identifying and implementing the most appropriate model for the service delivery and expansion of the volunteer support team
- This will include partnership work with other agencies and/or developing project proposals.
- To identify and prepare funding applications for information and advice work.
- Contribute to development of Advice Services Croydon in partnership with ASC partners and One Croydon Alliance partners.

### **Public relations**

- To give talks and presentations to statutory and voluntary agencies and groups to promote Information & Advice and more generally the profile of Age UK Croydon in the borough. To support team members to do the same.
- To represent Age UK Croydon at meetings and conferences as appropriate.
- To work with other Age UK Croydon staff in the updating and dissemination of publicity material.

### **General requirements**

- To attend management meetings, staff meetings and join working parties and project groups as appropriate.
- To engage in supervision and undertake appraisals.
- To implement Age UK Croydon's Equality and Diversity Policy and ensure that equality and diversity principles are incorporated into the planning, delivery and monitoring of services.
- To work within core policies such as confidentiality and quality.
- Other such duties as may be required that are consistent with the duties and responsibilities of the post.

# Person Specification

***In order to meet the person specification you will be able to demonstrate:***

<b>Personal Qualities</b>	<b>E = Essential D =Desirable</b>
Drive, energy and enthusiasm	E
Friendly, empathetic and approachable	E
Self-motivated and hard working	E
Committed to person centred working	E
Committed to working as part of a highly diverse staff and volunteer work force	E
Committed to the core values and objectives of the organisation	E
To be committed to the principles of equal opportunities and diversity	E
<b>Experience and Knowledge:</b>	<b>E =Essential</b>
Demonstrable experience of successfully managing an information and advice service	E
Knowledge and understanding of issues affecting older people, with particular reference to the Age UK four core topics areas of: Benefits and Money, Social Care, Housing Options and Local Services and Support.	E
Experience of managing a telephone helpline service	D
Excellent working knowledge of information and advice administration processes and systems including working to a recognised advice quality mark (preferably IAQP)	E
Excellent knowledge of IT systems including Excel, Powerpoint and Word	E
Good working knowledge of databases (preferably CharityLog)	E
Experience of risk assessment and risk management	E
Experience of dealing with customer enquiries and/or complaints	
Experience of developing and compiling monitoring reports, reporting on quality, performance KPIs, project outcomes and impact and evaluation tools	E
Experience of managing budgets and providing financial reports	E
Experience of recruitment, training, and the supervision and management of staff and volunteers	E
Direct experience of supporting older people to become less isolated, retain independence and improve their health and well being	D
Experience in developing and maintaining protocols and procedures to ensure quality standards and best practice in the field	E
<b>Skills and Abilities</b>	
Educated to at least NVQ Level 3 or equivalent	E
Excellent Problem-solving skills	E
Excellent communication skills, both written and verbal and the ability to negotiate and network at all levels	E
Ability to analyse and process different kinds of information and data	E

Ability to work collaboratively and develop effective partnerships and relationships	E
Good time management and organisational skills	E
Ability to listen and communicate effectively with a diverse group of people including clients	E
Excellent organisational skill with strong attention to detail	E
Ability to demonstrate commitment to people-centred and holistic approach to care planning	E
<b>Practical Considerations</b>	
Clean driving licence and access to a car	D
Ability to travel around the borough in a timely manner	E

**This post is subject to an Enhanced Disclosure and Barring Service check**