



Job Description

Job Title:	Service Manager – Living Well: Information, Advice and Support Service
Reports to:	CEO
Hours:	35hr per week Mon-Friday
Location:	The post holder will have a primary office based at either St Helens or Runcorn office however the role will require frequent travel across all of our 4 locations – St Helens, Knowsley, Halton, Warrington, as per the needs of the business
Grade:	Salary: £29,016 per annum

Main purpose of role

Age UK Mid Mersey's mission is to ensure that older people in St Helens, Halton, Knowsley and Warrington can enjoy later life independently, confidently, and with dignity

The Service Manager is responsible for managing and developing the AUKMM Living Well offer incorporating Information and Signposting, Advice and casework, and extended Living Well activities - including our digital inclusion programme and social activities

All Age UK Mid Mersey services and activities are centred around creating public benefit and positive impact in four key dimensions of wellbeing in later life; **Health, Social Life, Independence, Connection.**

Our flagship Information and Advice offer is the cornerstone of our Living Well in later life vision providing critical support for older people. In addition to Information and Advice the service Manager will oversee our extended wrap around support to clients, our digital inclusion programme and our range of social activities in St Helens and Halton.

This post is subject to a disclosure check with the Disclosure and Barring Service at an Enhanced Level.

1. Key Duties and Responsibilities

Information & Advice

- Lead and manage the Information & Advice offer, in line with Age UK's Quality of Advice Standards, ensuring that older people receive clear, accurate, confidential, and timely information and advice that meets their needs.

- Provide strong leadership and day-to-day support to Living Well Assistants, Officers and Advisors – the first point of contact for clients – ensuring they offer effective initial assessments and signpost individuals to the right internal and external services.
- Monitor and manage advice and casework caseloads to ensure they are well-balanced, safe, purposeful, and clearly focused on outcomes for the individual client.
- Promote a person-centred and holistic approach within the team, encouraging meaningful referrals to other services within the organisation and to trusted external partners.
- Maintain high standards of advice by ensuring the team adheres to recognised quality frameworks (such as the Advice Quality Standard) through regular case checking, supervision, and independent file reviews.
- Ensure all client records are kept up to date and accurate using the organisation's case management system (Charity Log) and Client Recording Protocol with particular emphasis on confidentiality and data protection.
- Work closely with other services and partners to improve coordination and integration of support, ensuring the service continues to grow and respond to the needs of older people in the community.

Living Well Support

- Oversee the wider Living Well offer, which provides practical and emotional support to older people to help them stay healthy, active, and connected.
- Allocate staff and other resources to ensure smooth delivery of activities including social groups, wellbeing support and short-term interventions.
- Ensure seamless coordination between the Information & Advice offer and Living Well support, so that older people receive joined-up, holistic, person-centred care.
- Identify opportunities to develop new initiatives or partnerships that enhance the overall Living Well offer.

2. Supervisory/Management Responsibilities

- Ensure staff and volunteers receive appropriate training and support.
- Support staff and volunteer wellbeing, development, and performance through regular supervision, coaching, and team meetings.
- Work with the Volunteer Coordinator to develop and support volunteers involved in service delivery.
- Oversee recruitment, induction, training, and development of all staff and volunteers, ensuring that organisational values, policies, and best practice in confidentiality, safeguarding and equality and diversity are upheld.
- Implement health and safety protocols, ensuring a safe environment for participants and staff.

3. Communication and Relationships

- Take responsibility for communicating with all other staff and volunteers to ensure the best service levels are attained.
- Represent AUKMM at external partnership meetings when necessary.
- Attend and contribute to internal team meetings

- Develop and maintain relationships with key personnel from organisations that are aligned to the role.
- Engage with partner organisations to develop the service.
- Give talks and presentations to statutory and voluntary agencies and groups to promote the Living Well Offer. To support team members to do the same.
- Support the Marketing and Engagement Officer to develop compelling client stories to support marketing and fundraising activity

4. Monitoring and Reporting

- Ensure all services operate to high professional standards, in line with Age UK national standards and relevant legal frameworks.
- Keep up to date with changes in legislation and policy affecting older people and ensure the team are informed and trained accordingly.
- Promote a culture of good customer service and actively seek feedback from service users to help shape and improve services.
- Lead on collecting, analysing, and reporting on service outcomes, producing regular reports for internal use and external funders.
- Ensure all records and data are maintained in line with GDPR and other regulatory requirements.
- Coordinate service monitoring and evaluation activities, ensuring outcomes are measured, reported, and used for continuous improvement.
- Complete quarterly performance reporting for funders, including pulling and analysing key performance indicators, and demonstrating impact through outcome measures and client stories

5. Knowledge, Skills & Experience

Refer to the person specification on page 5.

6. General

- To become familiar with, and work within, AUK Mid Mersey's policies and procedures.
- To comply with individual responsibilities in relation to health and safety in accordance with AUK Mid Mersey's Health and Safety Policy and Procedure.
- To attend occasional out of hours meetings in connection with the work of AUK Mid Mersey.
- To always work in accordance with the philosophy, ethos and values and principles of the organisation.
- To perform any other duties, commensurate with the role, as may reasonably be requested by the CEO.
- Attend and actively participate in Organisational Management Meetings and AUK Mid Mersey full staff team meetings.

This is a new role and could be subject to change as the service develops. The above list of main tasks in this job description should therefore not be regarded as exclusive or exhaustive.

Additional duties

This job description sets out the duties of the post at the time it was drawn up. Such duties may vary from time to time without changing the general character of the duties or the level of responsibility entailed.

It is the nature of the work that tasks and responsibilities are, in many circumstances, unpredictable and varied. All employees are therefore required to work in a flexible way when the occasion arises, so that tasks which are not specifically covered by their job description are undertaken. Consequently, we will expect to review this job description annual as part of the Personal Development Review Process and will consult with the post holder/s.

Probationary Periods

All appointments are subject to a six-month probationary period.

PERSON SPECIFICATION

Service Manager – Living Well: Information, Advice and Support

We know that few candidates will meet every requirement in this person specification. We will provide training and support to the right candidate who demonstrates the potential to excel in this role.

Attributes	Essential	Desirable
EDUCATION TRAINING KNOWLEDGE	<ul style="list-style-type: none"> - Good level of general education - Knowledge and understanding of the problems and issues that vulnerable people face. - Knowledge and understanding of the national and local policy context and developments for information and advice services. - Awareness of current issues impacting on health and social care, welfare benefits and housing, including the use of reference materials and consideration of relevant legislation and regulations. - Wide knowledge and understanding of a range of services / benefits calculations, eligibility and qualifying criteria. 	<ul style="list-style-type: none"> - Qualification in I&A or health and social care - Enhanced knowledge of Advice Quality Standards
RELEVANT EXPERIENCE (PAID OR VOLUNTARY)	<ul style="list-style-type: none"> - Experienced of working as a service coordinator / manager or extensive experience as a senior advisor in an Advice Service - Experience of delivering advice to clients in line with quality standards (AQS) - Experience of working with vulnerable people and / or people in vulnerable situations and deprived areas; able to demonstrate experience and understanding of boundaries - Experience of networking and working collaboratively liaising with agencies and professionals in health/social care settings or similar in the Statutory/ Voluntary/ Community sectors. - Experience in Microsoft Word, Outlook and Excel, as well as knowledge of database management. 	<ul style="list-style-type: none"> - Experience of working with older people and their carers - Experience of working with geographically spread teams
SKILLS AND ABILITIES	<ul style="list-style-type: none"> - Identifiable leadership and management skills and understanding of effective performance management and quality standards compliance. 	<ul style="list-style-type: none"> - Presentation skills

	<ul style="list-style-type: none"> - Excellent interpersonal and written communication skills with the ability to communicate positively with people at all levels - Ability to lead, manage and support a diverse and geographically spread team of staff and volunteers - Ability to manage case load and prioritise own workload without close supervision - Excellent organisational skills and the ability of delivering quality services within required timescales and making efficient use of time and resources - Ability to analyse and evaluate performance or practice and make recommendations to drive continuous improvement - Analytical, solution focused with ability to problem solve, including dealing with complexity in a creative and imaginative way - Ability to work effectively in situations of conflict with integrity and diplomacy - Skills in monitoring and evaluation and in producing full content reports as required. - Fully confident in the use of IT and web-based systems, tools/information and mobile technology 	
ADDITIONAL FACTORS	<ul style="list-style-type: none"> - Ability to work collaboratively as lead for and as part of a team - Understanding of the wider determinants and influences on health, independence, and well-being in later life - Commitment to confidentiality and equality and diversity and to working compliantly with legal and policy requirements - Self-motivated with a High Level of enthusiasm and willingness to work flexibly and “can-do attitude”. - Commitment to involving people in work including staff, volunteers and clients - Availability of own transport / ability to travel independently between locations 	<ul style="list-style-type: none"> - Knowledge of the AUKMM footprint and local agencies - Understanding of the local Statutory and Voluntary sectors supporting older people