

# Recruitment Pack

## Customer Information Manager



### **Equality and Diversity**

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.

### **Privacy Policy**

As prospective employees of Age UK Croydon, we think it's important you know the types of data we process about you. Please click on the following link to find our Privacy Policy: <https://www.ageuk.org.uk/croydon/about-us/our-policies/>

## **This pack contains the following sections:**

AUKC Background Information	Page 3
Advert	Page 4
Job Description	Page 5-6
Person Specification	Page 7

# Background Information

Age UK Croydon is one of the largest charities in Croydon and we have been representing the interests of older people across the borough for over 25 years.

We have an expert team of staff and volunteers who work together to deliver our extensive range of services and activities right across the borough. With services spanning information and advice, health, wellbeing, falls prevention, dementia support, one to one personal independence coordinators, befriending and social activities, Age UK Croydon offers a holistic solution for older people to access the services they require in one place.

## OUR VISION

Valuing ageing, Improving Lives, Growing Communities

## OUR MISSION

To reach, involve, support, and connect people so they can age well in Croydon.

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.

Integrity	We treat everyone equally and with respect
Inclusion	We work with people to ensure their independence
Trust	We're honest, truthful and can be relied upon
Compassion	We're warm and approachable
Continuous Improvement	We work in partnership with like-minded people

## Our Strategy

Our previous strategy was developed in 2018 and during this time we have achieved several milestones.

- **Demonstrating effective collaboration** with our statutory and voluntary sector organisations through 'One Croydon Alliance' which is a pioneering programme to join up the health and social care system, to provide a more integrated, efficient, holistic, and people-centred system.
- **We launched several new initiatives** during the last few years to support older people. A key initiative has been the piloting of work in care homes to ensure that care home residents are supported and connected in the community.
- **Our Brigstock Road premises is now a community hub** every Monday, where community can drop in to get support through both statutory and voluntary organisations.

## Our Strategic Objectives

- **Achieving sustained income growth**, focusing on unrestricted income, so that we can invest, innovate, and build capacity.
- **Expanding our reach in our community**, so that more people know about us and can benefit from our services. (Particular focus on making our services accessible, accessing underrepresented groups).
- **Working together to deliver a holistic client journey**, making every contact count, so that we can achieve our mission.
- **Building one diverse, skilled, and empowered team**. We will attract, retain, and nurture staff and volunteers, so that everyone fulfils their potential.
- **Becoming the organisation of choice** for funders, partners and as an employer.

## Advert

### Customer Information Manager Salary £32,320 Full Time 35 hours per week

*Do you want a job that makes a positive difference to people's lives?*

Age UK Croydon's is recruiting for a new role of Customer Information Manager.

If you are an enthusiastic, compassionate and person-centred individual, with an advice background, this could be the role for you.

The Helpline and Reception at Age UK Croydon is the "front door" to all of our services and often the first contact an older resident, carer or family member will have in finding information or support for a range of issues including benefits, tradespeople, dementia support, transport, council tax, housing, activities, groups and clubs, help at home and more. We are experiencing increased demand against the background of the Cost-of-Living crisis and reduced advice services in Croydon.

Helpline and Reception work closely with our Advice team, and following restructuring, we are now looking for a Customer Information Manager to grow and lead this team.

If you are passionate about making a difference to the lives of people in the community, and those who care for them and want to contribute to an organisation which is continuously striving to improve, then we would love to hear from you.

We are committed to providing a flexible and productive working environment for all employees. Evolving technology and communication platforms enable employees to work in new and different ways, where we can meet our stakeholder needs and continue to deliver against our charitable objectives. We recognise the importance of supporting employees to have greater personal choice and maintain a healthier work/life balance.

To apply please visit [www.ageuk.org.uk/croydon](http://www.ageuk.org.uk/croydon) for a application pack. You can also send an email to [Executive.Assistant@ageukcroydon.org.uk](mailto:Executive.Assistant@ageukcroydon.org.uk) to receive an application pack.

**CV's will not be accepted.**

Please ensure that your application demonstrates how your experience, skills and abilities meet the criteria set out in the **Person Specification**. Please also ensure you complete the equal opportunities monitoring form. Completed application forms should be signed and sent to: [Executive.Assistant@ageukcroydon.org.uk](mailto:Executive.Assistant@ageukcroydon.org.uk)

**Applications sent by post should be marked for the attention of:**

**Human Resources – Recruitment**

**Age UK Croydon**

**81 Brigstock Road**

**Thornton Heath**

**CR7 7JH**

Due to the high volume of applications received, we regret we shall not be able to contact applicants who are not shortlisted for interviews.

**This post is subject to a Disclosure and Barring Service check**

**Closing date for applications: 9am, Thursday 10<sup>th</sup> April 2025**

**Interview Dates: Wednesday 16<sup>th</sup> April 2025**

# Job Description

**Position:** Customer Information Manager

**Salary:** £32,320

**Hours:** Full Time, 35 hours per week

## Context for the Role

Age UK Croydon is dedicated to supporting vulnerable older people in Croydon, addressing issues such as poverty and health inequality while promoting independence and enhancing wellbeing. Our mission is centred around Valuing Ageing, Improving Lives, and Growing Communities.

Our helpline and reception manage around 4,500 enquiries annually, covering topics like welfare benefits, home assistance, community care, activities and clubs, housing, council tax, travel concessions, and practical support services such as handy person, nail cutting, and gardening. Often, individuals reach out because they are lonely, need help finding information and support, or simply want someone to talk to.

We are seeking a Customer Information Manager to lead and develop our team, helping us manage demand and provide the necessary support. This role involves being a friend who empowers people to take action for themselves and fosters their independence. Our team comprises both paid helpline officers and volunteers, all working together to make a difference. Our goal is to reach, involve, support, and connect people so they can age well in Croydon.

## Job Summary

As the Customer Information Manager, you will oversee and develop our Helpline and reception area, supported by a team that comprises both paid helpline officers and volunteers, bringing a variety of perspectives and experiences. This diversity enriches the team's problem-solving abilities and enhances service delivery.

Your role includes ensuring timely responses to enquiries via email, phone, or in-person, maintaining compliance with Advice Quality Standards, and providing accurate information, signposting, one off advice and referrals. You will also collaborate with other services within Age UK Croydon within our One Organisation, One Team ethos to offer a holistic service to Croydon residents.

## Performance Metrics for Success:

- **Compliance:** Maintain 100% adherence to Advice Quality Standards and adherence to GDPR
- **Client Satisfaction:** Achieve a client satisfaction rate of 90% or higher.
- **Service Effectiveness:** Monitoring, measuring and reporting the volume and type of enquiries to ensure that the service is effectively meeting the needs of older people in Croydon
- **Collaboration:** Successfully integrate services with other Age UK Croydon departments, measured by feedback and service outcomes.
- **Inclusive Environment:** Maintain an inclusive and positive environment where all team members feel valued and respected is vital for maintaining high morale and productivity.

## Main Duties and Key Tasks

- **Manage Team:** Supervise helpline and reception staff and volunteers, ensuring

compliance with Advice Quality Standards and relevant legislation. Using our Empowerment, Striving for Excellence and Innovation (ESI) approach *Example: Conduct weekly team meetings to review performance and address any issues.*

- **Team Training.** Ensuring all team members have the necessary skills and knowledge **making** use of a range of learning tools to maintain and enhance team skills
- **Scheduling:** Compile rotas to ensure adequate helpline coverage and support daily front door operations and the weekly Community hub drop in *Example: Create a rotating schedule that ensures at least two staff members or volunteers are always available during peak hours.*
- **Flexibility:** Balancing the need for a fixed schedule with the flexibility required by staff and volunteers.
- **High Demand:** Managing a high volume of enquiries while maintaining quality service. This will include covering the helpline or reception as required and taking enquiries and or one off advice enquiries.
- **Client Assistance:** Provide information, signposting, and referrals to older people and their carers on social welfare, housing, health, and social care matters. *Example: Assist a client in finding local housing options and provide them with the relevant contact details ensuring they understand the steps they need to take*
- **Benefit Calculations:** Perform accurate welfare benefit calculations and train volunteers to do the same. Ensuring calculations are accurate and up to date with changing regulations. *Example: Use specialised software to calculate a client's eligibility for benefits train volunteers on how to use the software.*
- **Volunteers Recruitment and training.** Volunteers in a range of support including helpline, reception cover, form filling, travel applications and Welfare Benefit checks
- **Referral Management: Appropriate Referrals:** Ensuring referrals are appropriate and clients are directed to the right services.
- **Quality Monitoring:** Implement regular case checking to monitor and improve service quality. Liaise with Quality Team Manager to maintain standards *Example: Weekly checking of case files to ensure compliance with quality standards.*
- **Reporting:** Collate evaluation and monitoring information, complete dashboards, and prepare reports for the Senior Leadership Team and Board of Trustees. *Example: Generate a quarterly report of enquiries received, type of enquiries and other relevant data.*
- **Compliance:** Ensure service delivery adheres to Age UK Croydon policies and risk assessment requirements. *Example: Regularly review and update risk assessments to ensure a safe working environment.*
- **Record Keeping:** Ensure that all enquiries are accurately recorded in the database (Charitylog). *Example: Enter detailed notes on each client interaction into Charitylog immediately after the call.*
- **Policy Adherence:** Work within Age UK Croydon policies and procedures, maintaining confidentiality and adhering to GDPR 2018. *Example: Ensure all client data is stored securely and only accessible to authorized personnel.*
- **Service Integration:** Engage with and support other Age UK Croydon services through referrals, updates, and assistance. *Example: Coordinate with the health and wellbeing team to provide holistic support to clients with multiple needs.*
- **Resource Management:** Keep the reception area stocked with current and accurate information *Example: Regularly update brochures and leaflets to ensure clients have access to the latest information on local services.*

### Person Specification

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

Personal Qualities	E =Essential D = Desirable
Friendly, empathetic and approachable	E
Self-motivated and hard-working, with a flexible approach	E
Understanding of and 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
Experience and Knowledge:	
Minimum of 2 years' experience working in an information and/or advice service	E
Demonstrable experience in Social Welfare Policy and practice inc. Social Welfare, Housing, Care Act etc and related benefits	E
Experience of working on a busy helpline	D
Demonstrable experience of managing a service or team	E
Understanding and commitment to safeguarding and promoting the welfare of vulnerable adults and their carer	E
Recruiting, training and supervising volunteers	E
Experience of supporting older people and knowledge of the issues affecting them.	D.
Experience of working to Advice Quality Standard	D
Abilities, Knowledge and Competencies	
Good IT Sills including database and CRM	E
Excellent written and spoken communication skills. The ability to communicate in a variety of ways for different audiences	E
Experience of managing a team including paid staff and volunteers	E
A good understanding of the issues that older people in the borough face, including care and support needs, and the services available.	D
Basic knowledge of social care and/or welfare benefits for people with care and support needs	E
Basic knowledge of health and housing services for people with care and support needs	E
Sound IT skills, including fast, accurate data entry and internet research.	E
Ability to work without direct supervision and demonstrate initiative	E
Ability to travel around the borough in a timely manner	E

**This post is subject to a Disclosure and Barring Service check.**