



Advice Service Manager

Recruitment Pack

Contents

AUKEL: Our vision, mission and values 2

About Age UK East London (AUKEL) 3

About the team 5

Background to the role..... 6

Job description 6

Person Specification 7

Employment Details 8

How We Value Our People 9

Next Steps 10

AUKEL: Our vision, values and strategy

Vision

We want East London to be a place where people age well, and where older people live happy, healthy and fulfilled lives.

Strategy

We have just launched an ambitious new five-year strategy which was informed by the voices of older people in East London. Older people told us as part of our strategy consultation that they want to:

- Be independent,
- Be connected,
- Be informed and
- Be heard.

All our service delivery ambitions are clustered under these four headings.

Values

The way we do things is as important as what we do. We use the values agreed below, to frame our whole organisational approach.

AUKEL values	How we demonstrate them/live them			
Value	To clients	To colleagues	To partners	To funders
Kind (generous/loving/caring/ person-centred/empowering)	We treat all clients with kindness, patience, generosity and care. Our practice is trauma informed.	We are kind and generous to each other.	We treat our partners with kindness and are friendly and approachable.	We do all we can to give funders what they ask for, remembering that trust is key to good relationships.

<p>Accountable</p> <p>(Integrity/trusted/reliable)</p>	<p>We do what we say we are going to do.</p> <p>We're reliable and trustworthy.</p>	<p>We deliver on commitments to each other, we are clear, honest and open when we run into challenges.</p>	<p>We do what we say we are going to do, and we are clear, honest and open when we run into challenges</p>	<p>We do what we say we are going to do and always demonstrate our value. We are clear, honest and open when we run into challenges</p>
<p>Collaborative</p>	<p>We work as equal partners with clients.</p> <p>We empower and collaborate with them. We co-produce solutions.</p>	<p>We work with each other; we listen and learn from each other and support one another other.</p>	<p>We work as partners, not competitors – we put the needs of beneficiaries first.</p>	<p>We work with funders, listen to their objectives, and work together to deliver the best solutions for beneficiaries.</p>
<p>Flexible</p> <p>(creative/adaptable/ambitious)</p> <p>We say yes whenever we can.</p>	<p>We adapt according to the needs of our clients; we recognise the barriers many older people face and do our best to fit our services around them.</p>	<p>We are a flexible employer; we try hard to enable people to work in a way that suits them.</p> <p>We adapt to help each other out as a supportive team.</p>	<p>We listen hard to the needs of our partners and try hard to make collaboration work.</p>	<p>We do all we can to meet the requirements of funders because their trust in us will ensure ongoing investment in service delivery.</p>
<p>Inclusive</p>	<p>All older people feel that AUKEL is 'for them'.</p> <p>We deliberately work to make our services inclusive and take positive action to remove barriers for people least likely to trust us.</p>	<p>All staff and volunteers can be themselves at work, feel treated equally, trust that their voices are listened to and are given the opportunity to progress.</p>	<p>We seek out partners and develop partnerships that enable us to ensure that the needs of all older people are met.</p>	<p>We develop a diverse funding base which enables us to deliver work that we identify as meeting unmet need.</p>

About Age UK East London (AUKEL)

The organisation

Age UK East London (AUKEL) is a local independent charity, which is part of the national Age UK network. We work across Tower Hamlets, Hackney and Newham to deliver services which support older people to live healthier, happier and more fulfilled lives.

Our work

Each year we support around 20,000 older East Londoners by providing flexible practical and emotional support in homes, hospitals and in the community. Our boroughs have the country's highest pensioner poverty in the country, further exacerbated by the current cost of living crisis.

How we help:

1. We tackle poverty

Each year our advice service supports over 2,000 older people to claim £3.2million in welfare benefits, grants and relief entitlements. During the cost of living crisis we distributed £42,000 worth of emergency vouchers for food, helping older people ensure there was food in the fridge.

2. We alleviate loneliness

According to a national model, Tower Hamlets has the highest rates of loneliness in London and in England. Our East End Friends initiative teams housebound older people who'd like a bit more company with a volunteer to visit them at home. 92% of older people said they felt less isolated and lonely and 100% of volunteers would recommend the scheme.

3. We improve health

Many older people live alone and struggle to manage around the home. Our home from hospital service supports 3,000 older people to return to a safe and warm home. Just 6% are readmitted to hospital within 28 days compared to 15.3% in areas where there aren't these services.

4. We increase independence

Many older people in our boroughs have very poor health. For example, at age 65, women in Tower Hamlets can expect just six more years of good health, which is the lowest in London and almost the lowest in England. This reduces their quality of life and can make it harder to remain independent. As well as increasing income and addressing loneliness (both determinants of health) we offer yoga, walking, and chair-based exercise groups at our community centre in Bow. 87% of participants said they are more independent as a result.

About the team

We are a friendly, welcoming team of c. 70 staff and c. 70 volunteers. As well as many new starters we have several colleagues with 20+ years of service. You can read about our senior team on our website <https://www.ageuk.org.uk/eastlondon/about-us/senior-staff/> , and here's a picture of a few of us at our EID celebration in April 2024



Background to the role

We are recruiting a Service Manager to lead the work of our information and advice team. The postholder will maximise the reach and impact of our advice service by raising awareness amongst older east Londoners of their entitlements and overseeing the delivery of an efficient, high quality and well-integrated service.

Working across three of the most deprived boroughs in the capital, our advice team is made up of five advisers and three information officers. Together, they support over 8000 people a year across Newham, Tower Hamlets and Hackney. Building and strengthening this offer by growing funding for the service and increasing our use of volunteers is central to our ambitious new organisational strategy. We are looking for a new advice service manager to support the Head of Advice and Advocacy to drive this change forward.

Job description

Job Purpose
<ul style="list-style-type: none">• Oversee the delivery of a high-quality information and advice service across three London Boroughs with high levels of income deprivation and health inequality.• Manage, lead and motivate a team of experienced advisers and information officers.• Ensure a high-quality service is delivered to clients and that our professional accreditation is maintained.• Ensure that information officers are equipped with the knowledge and processes necessary to effectively triage people to the relevant internal and external services.• Increase awareness of entitlements amongst residents by initiating and delivering campaigns, and by working in partnership with internal and external stakeholders• Develop and grow the information and advice service to guarantee older people have access to accurate information about local services and free, quality independent advice into the future in a challenging funding environment.
Key Tasks
<ul style="list-style-type: none">• Day-to-day management and leadership of the Advice Team comprising 5 Advisors, Information Officers plus volunteers, ensuring a strong team culture and their ongoing professional development.• To maintain excellent working relationships with all internal and external stakeholders.• Promote access to advice, deliver training sessions to the wider health, social care and VCS and otherwise be a tireless advocate for the independent advice sector to create strong local social justice partnerships.• Conduct frequent quality checks/file reviews of all advice case records and guarantee compliance with professional standards to maintain quality marks and deliver excellent client outcomes.• Lead and oversee the recording and reporting of the advice service; ensuring that multiple funders receive accurate and timely reports.• Support the Head of Advice to ensure that evidence of the wider impact of advice is evidenced and reported to funders, commissioners and other stakeholders.

- Contribute to the organisational objectives contained with AUKEL's 5-Year strategy and actively identify opportunities for development, fundraising and systems improvement.
- To ensure the maintenance of relevant case recording and data systems for accuracy while complying with statutory requirements and maintaining client confidentiality.
- To undertake any other duties within the competence of the post hold as may be required from time to time for the smooth running of Age UK East London.
- To undertake all duties in line with Age UK East London policies and procedures (e.g. Health & Safety, Complaints, Confidentiality, Equal Opportunities).

Person Specification

	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Of delivering a high-quality advice service. • Of service recording and reporting. • Of leading and motivating colleagues to deliver impactful services • Understanding and commitment to safeguarding and promoting the welfare of vulnerable adults and their carers. • Ability to keep an up to date knowledge of relevant changes to policy and practice, and to cascade this information effectively to colleagues. 	<ul style="list-style-type: none"> • Of providing services for older people • Of developing and delivering successful applications to funders • Of line management, and team leadership. • Of operating information and advice helpline
Knowledge & Understanding	<ul style="list-style-type: none"> • Knowledge and understanding of Welfare Benefits legislation policy and practice. • Understanding of confidentiality policy and practice • Understanding of Equity, Diversity and Inclusion, including the impact of discrimination and disadvantage on our clients, as well as a commitment to investing in increasing your own awareness of EDI issues so you can contribute to making our organisation as equitable and inclusive as possible 	<ul style="list-style-type: none"> • Knowledge of other relevant areas of social welfare law e.g. Housing, appropriate case law, the Care Act 2014, Mental Health Act and Mental Capacity Act • Of the specific needs of older people • Of user involvement.

Skills/Attributes	<ul style="list-style-type: none"> • Excellent spoken and written communication skills, and the ability to clearly explain complex issues. • Excellent IT skills • Ability to give and receive feedback in a thoughtful, reflective and impactful way. • Can demonstrate AUKEL values (accountable, kind, flexible, inclusive, collaborative) in the way the service is delivered. 	<ul style="list-style-type: none"> • Experience of delivering training • Experience of delivering benefit take-up campaigns.
Additional Requirements	This post is subject to Disclosure and Barring (DBS) checks	

Employment Details

Contract type

This contracted post is for 35 hours per week. We welcome application for flexible working including reduced hours and other flexible working arrangements.

Location

The post holder will be mostly based at 82 Russia Lane, E2 9LU and across East London with the possibility of some home working.

Salary

Between £37,080 and £40,170 Plus 5% employer pension contribution.

We have recently introduced a salary bands system. This salary range refers to the lowest and top steps of the grade. Salary will progress every year until the top salary is reached.

Holiday entitlement

25 days (pro-rata for contracted hours) of paid holiday per year plus bank holidays. This increases after two years of service to 27 days, and then a further one day per every year of service up to a maximum of 30 days after five years of service. In addition, all employees are entitled to one day off on (or around) their Birthday.

Conditions of employment

The job offer is subject to the receipt of two satisfactory Employment References, an enhanced DBS Check and evidence of relevant Qualification.

How We Value Our People

Learning and development

We are committed to supporting our staff through a variety of training, e-learning, workshop and shadowing. A training needs assessment is carried out annually. During the appraisal and reviewed during supervision. The majority of vacancies are advertised internally to encourage staff to progress their careers within the charity.

Flexible working policy

We welcome flexible working requests from day one and anyone can make as many requests as they wish to.

Family Friendly Policy

We have a competitive Family Friendly Policy which includes maternity, paternity adoption and shared parental leave. We have an enhanced maternity and paternity pay policy based on the length of service.

Sick leave policy

We also have a competitive sick pay policy which will give you up to 4 months full pay and 4 months half pay after 4 years of service.

Death in service insurance

We have a Death in service insurance which will help your family to cope financially should something happen to you while employed with us.

Employee assistance programme

We offer an Employee Assistance programme called WeCare which includes 24/7 online GP, Get fit programme, Mental health support, Financial and legal guidance.

Menopause and menstrual policy

The policy supports employees in their ability to adequately self-care during their period and menopause, while not being penalised by having to deplete their sick leave.

Open Door policy

The purpose of policy is to encourage open communication, feedback, and discussion about any matter of importance to an employee.

Wellbeing policy

The policy is aimed to promote mental wellbeing among staff and volunteers and tackle the causes of work-related mental health problems.

Duncan Robertson Award

For the outstanding contribution to the wellbeing of older people.

Cycle to work scheme

The scheme allows employees to obtain commuter bikes and cycling accessories through their employer, whilst spreading the cost over 12 months and making unbeatable savings through a tax break

Other benefits

Through Age UK National we provide the BUPA Employee Assistance Programme, the Blue Light Discount Card, access to a discount portal provided by AON and Ticket for Good.

Next Steps

How to apply

To apply, please complete the application form on our website.

Recruitment Timetable

Deadline to receive applications: 17th February 2025 at 5.30pm

1st stage interviews: Week commencing 17th February 2025

Have any questions? If you want to find out more about the recruitment process or the role, please contact our HR department by emailing on: adam.pervoe@ageukeastlondon.org.uk