



## Senior Information Officer Recruitment Pack

## Contents

AUKEL: Our vision, mission and values .....	2
About Age UK East London (AUKEL) .....	3
About the team .....	4
Background to the role.....	5
Job description .....	5
Person Specification .....	6
Employment Details .....	7
How We Value Our People .....	8
Next Steps .....	9

## 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.

*Kind*

*Accountable*

*Collaborative*

*Inclusive*

*Flexible*

# 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

Age UK East London are recruiting a Senior Information Officer to join our growing information and advice team. We support thousands of people a year to maximise their income, challenge decisions and ensure that they understand their rights and entitlements.

## Job description

Job Purpose
<ul style="list-style-type: none"><li>• We support some of the most deprived communities in the UK, tackling poverty and health inequality while promoting independence and well-being. Working in well networked and integrated systems you will make a key contribution to improving the lives of adults, their carers and the wider community.</li><li>• As a Senior Information Officer at AUKEL you will provide be responsible for the smooth operating of our 'front door'. Your will ensure that people get a timely and professional response from us whether they contact by email, telephone, or by dropping-in to one of our centres. You will line manage a small team of information officers, ensure the service runs efficiently and effectively, and is properly integrated with all our wider services. You will help clients with their enquiries by providing accurate information, signposting, and referral. You will also triage referrals from professionals and ensure that every query gets appropriately responded to by the appropriate member of our team.</li></ul>
Key Tasks
<ul style="list-style-type: none"><li>• Support the growth and development of the AUKEL helpline to meet demand and support wider AUKEL Strategy.</li><li>• Line Manage information officers to Advice Quality Standard and in line with relevant legislation.</li><li>• Compile rotas and ensure that there is always adequate cover on the helpline and support the day to day running of the AUKEL front door.</li><li>• Develop and maintain a comprehensive, up to date directory of local services for AUKEL and the wider community.</li><li>• Provide information, signposting and referrals to older people and their carers on matters of social welfare, housing, health and social care etc.</li><li>• Carry out accurate welfare benefit calculations.</li></ul>

<ul style="list-style-type: none"> <li>• Oversee referrals and enquiries for the advice team ensuring that referrals for case work are appropriate.</li> <li>• Ensure that all evaluation and monitoring information is collated and available for funding reports.</li> <li>• Ensure the reception areas are kept stocked with up-to-date information resources and all literature is current and accurate.</li> <li>• Ensure our 'front door' services are accessible to all older people.</li> </ul>
<b>General</b>
<ul style="list-style-type: none"> <li>• To meet regularly with Advice Service Manager for support, supervision and appraisal.</li> <li>• To attend team and staff meetings, (and other meetings) as required.</li> <li>• To undertake any other duties within the competence of the post holder as may be required from time to time for the continued smooth running of Age UK East London.</li> <li>• To undertake all training required to fulfil the role.</li> <li>• To carry out the duties of the post in accordance with Age UK's East London's policies and procedures including: EDI, Health &amp; Safety, Confidentiality, Complaints, Data Protection, Safeguarding Vulnerable Adults.</li> </ul>
<b>Functional Links</b>
<ul style="list-style-type: none"> <li>• The role reports to the Advice Service Manager.</li> </ul>

## Person Specification

	<b>Essential</b>	<b>Desirable</b>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Minimum of 2 years' experience working in an information and/or advice service, or similar helpline. Demonstrable experience in Social Welfare Policy and practice inc. Social Welfare, Housing, Care Act etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working on busy helpline</li> <li>• Holds NVQ Level 3 Advice &amp; Guidance, or equivalent qualification and experience.</li> </ul>
<b>Knowledge &amp; Understanding</b>	<ul style="list-style-type: none"> <li>• Understanding of the impact of discrimination and disadvantage on the lives of people and ability to work in a trauma-informed manner.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of service available locally to residents and their carers</li> </ul>

	<ul style="list-style-type: none"> <li>• Understanding and commitment to safeguarding and promoting the welfare of vulnerable adults and their carers.</li> <li>• Understanding of Data Protection and Privacy in policy and practice.</li> <li>• Knowledge and understanding of local health, social care and voluntary community sector services.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of supporting older people and knowledge of the issues affecting them.</li> </ul>
<b>Skills/Attributes</b>	<ul style="list-style-type: none"> <li>• Good IT skills</li> <li>• Can demonstrate AUKEL values (accountable, kind, flexible, inclusive, collaborative) in the way the service is delivered.</li> <li>• Commitment to learning and development and reflective practice.</li> <li>• Excellent written and verbal communication</li> </ul>	
<b>Additional Requirements</b>	<ul style="list-style-type: none"> <li>• This post is subject to the relevant check through the Disclosure &amp; Barring Service (DBS)</li> <li>• Flexibility in working hours to meet organisational needs.</li> </ul>	

## 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 across East London.

### Salary

Between £31,930 and £35,020. 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: 20<sup>th</sup> February 2025 at 5.30pm

1st stage interviews: Week commencing 24<sup>th</sup> 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: [recruitment@ageukeastlondon.org.uk](mailto:recruitment@ageukeastlondon.org.uk)