

Post Specification

Post Specification - Key Information

- **Post Title: Senior Customer Service Advisor — Relational**
- **Date: September 2025**
- **Post Group Number: 8798**
- **Job Family: Customer Engagement**
- **Job Family Role Profile: CE8ii**
- **Final Grade: 8**

To be read in conjunction with the job family role profile.

Service Area Description

The Customer Service Team are a key delivery mechanism to deal with all in person transactions, digital transactions and telephone enquiries, resolving as much as possible by a single customer service team approach.

Wherever possible we encourage the self-serve model and facilitate digital service delivery, reducing demand for phone and in-person interaction so resources can be focused to those most in need, ensuring customers are satisfied with their experience and that service delivery is citizen centred and seamless between services and partner organisations, promoting a “Tell us once” approach.

Purpose of this Post

The Senior Customer Service Advisor – Relational, will be linked to a specialist service area and will require subject matter expertise. A holistic approach will be applied, to support customers in accessing services and promoting inclusivity by working to remove barriers such as poverty, trauma, physical accessibility, neurodiversity, rurality and low income.

Post holders will proactively consider statutory and regulatory guidelines, linked to the specialist service area they are working to, taking complex and detailed information Advice and guidance will be provided, to customers on how they can access and make best use of other council services and community, voluntary or faith(VCFS) type initiatives, which support prevention and demand management.

Where enquiries require service specific support post holders will work collaboratively with colleagues and service professionals across the whole customer service team and all directorates, to process and facilitate the correct outcomes in line with procedures and time scales. Implementation of new technology will support this approach and enhance the customer experience.

Key Job Specific Accountabilities

1. To improve outcomes for the residents of Westmorland and Furness by providing an effective first point of contact-that deals with complex service enquiries, gathering robust and detailed information to identify the most appropriate resolution or support whether that be informal or formal services via multiple channels.

2. Act as a member of the Customer Service Team to provide an initial screening of customer needs, based on service specific criteria whilst taking a holistic approach which considers appropriateness of a range of internal and externally provided support or services. Aiming to resolve complex enquiries where possible in customer services as well as facilitating appropriate access into services, such as social care and revenues and benefits.
3. Provide subject matter expert support for a wide range of customers, making every contact count and keeping up to date with statutory policies and internal procedures ensuring delivery of the Council Plan while being clear around what customers can and cannot expect. Working collaboratively with internal stakeholders across the organisation to determine the best outcome for the customer, proactively promoting information, advice and guidance that customers can access themselves to support their resilience and wellbeing, Helping prevent future demand for more acute services whilst promoting the customer strategy and customer charter at every turn.
4. Demonstrate a person-centred approach to communication, having the ability to adapt to support people with protected characteristics and applying trauma informed practice. Where it is determined someone may be eligible for care and/or support, the team will ensure that those at risk of harm are supported appropriately. This will include the need to manage risks positively, where necessary through our safeguarding arrangements.
5. Gather and record robust information, within relevant systems ensuring compliance with GDPR, to identify the need, urgency and risk factors required that will support outcomes and timescales for any actions in accordance with relevant legislation, policies and procedures
6. Through subject matter knowledge and expertise, take people through the various options of assessment and/or eligibility as laid out in legislation to determine an appropriate and proportional response based on the needs of the individual, including internal and external support or provision such as prevention and/or community power options.
7. Keep up to date with Government legislation, corporate guidance and community information ensuring you work collaboratively to make every contact count. You will plan and organise your own work ensuring service level agreements and standards are adhered to and timescales are met.

Please note: Annual targets will be discussed during the appraisal process.

Key Facts and Figures of the Post

- **Budget Responsibilities:** N/A
- **Staff Management Responsibilities:** No direct Line Management responsibility, but will provide instruction, support, and training in areas of work as necessary
- **Other:** N/A

Essential Criteria

Qualifications:

- NQF or NVQ Level 3, or equivalent experience or knowledge in the relevant work area

Knowledge:

- ICT competent with skills relevant to customer services
- Knowledge of statutory guidance relating to service provisions within Customer Engagement

Experience:

- Experience of working within an office environment
- Proven experience of using databases and customer relationship management systems

- Delivering enhanced customer service in a non-judgemental way.
- Application of procedures in specialist service areas

Expertise:

- Ability to work competently within a complex service area, utilising multiple channels and technology, following established processes and procedures
- Ability to record, maintain and communicate complex information accurately
- Ability to work flexibly to meet demands across the service area
- Ability to apply legislation across varied service areas

Disclosure and Barring Service (DBS) Checks

- This post does not require a DBS check.

Job Working Circumstances

Emotional Demands

Occasionally dealing with:

- Complex behaviours from members of the public and/or challenging situations
- Some general abusive language and aggressive behaviour witnessed and directed at the post holder as the representative of the Council
- Working in a high pressurised environment due to volume of workload.
- Subject to detailed information regarding vulnerable customers and their personal circumstances.

Physical Demands

- Working at a computer screen for long periods of time

Working Conditions

- Office/Hybrid environment sometimes dealing with sensitive matters.

Other JWC Factors: N/A

Other Factors:

- Travelling to various locations to support colleagues in Westmorland and Furness Council when required
- To model and display the corporate standards of behaviour
- Willingness to undertake training to support delivery of the service
- Willingness to support emergency response activity