



# Customer Service Advisor Applicant Recruitment Pack

Sefton is a really great place to live and work



# Welcome

Hi,

We would like to thank you for your interest in the Customer Service role within Sefton Council's Contact Centre Team, answering complex queries from the residents and customers of Sefton.

This is an exciting and rewarding opportunity for someone who thrives on being organised, is approachable and wants to be at the heart of a busy and varied working environment.

You will be part of a team of customer service advisors providing support and guidance through telephone, e-mail, and social media services, to residents and customers across a wide range of council services.

We are looking for someone who can handle sensitive information with care, discretion, and integrity. If you have strong customer service, have worked within a fast-paced environment, enjoys helping others, takes pride in delivering high quality support with the ability to understand and communicate complex messages, then we'd be delighted to hear from you

The Job Description and Person Specification for this role are included within the job pack. If you have any questions about the vacancy, please refer to the job pack for the appropriate contact details.

If, when you've finishing reading this pack, you like what you see, and Sefton's Vision and Values align to yours then we can't wait to hear from you.

Best of luck!

Lisa Conway  
Contact Centre Manager



## Contents

About the Borough of Sefton .....	1
Our Vision and Values.....	2
Our Successes and Key Projects .....	2
An Inclusive Workplace .....	3
Liverpool City Region Fair Employment Charter .....	4
What We Can Offer You.....	4
About the Role .....	6
Top Tips on How to Apply .....	8
Application and Selection Information .....	9
Appendix A – Job Description and Person Specification .....	10



## About the Borough of Sefton

Sefton is a confident and well-connected Borough, stretching from Bootle in the south to the coastal resort of Southport in the north. Home to more than 275,000 residents, Sefton encompasses a range of vibrant towns and communities, including Bootle, Litherland, Seaforth, Crosby, Formby, Maghull and Southport.

It is a fantastic place to live and work. As the northern-most Borough within the Liverpool City Region, Sefton offers a unique blend of beautiful coastline, countryside, attractive villages, thriving industrial areas and the busy Port of Liverpool.

With 22 miles of stunning coastline, Sefton is a leading coastal destination with a growing visitor economy. It is home to the iconic Antony Gormley *Another Place* installation, expansive beaches and protected sand dunes that support several rare species.

While each town and village has its own distinctive character, it is the people of Sefton who make the Borough truly special, creating diverse, welcoming and energetic communities in which to live, work, invest and visit.

Alongside its miles of golden sands, Sefton offers those who work here access to a world-renowned racecourse, prestigious golf courses, and National Trust nature reserves, ideal places to unwind, explore and enjoy leisure time.

The Borough benefits from excellent transport links, providing easy access to major Northwest cities including Liverpool and Manchester, and placing the Lake District and North Wales within reach for weekend breaks.

Whether you prefer vibrant town centres, friendly commuter towns, picturesque villages or stunning rural and coastal locations, Sefton offers a place to suit everyone. With house prices and rents typically lower than in neighbouring Liverpool and Manchester, you can enjoy coastal living while still being close to the buzz of city life.



## Our Vision and Values

At Sefton Council, our vision is to deliver high-quality services that make a real difference to the lives of our residents, visitors, and communities. Everything we do is guided by a strong set of values that shape how we work and interact:



- **We put people at the heart of what we do** – ensuring our services are responsive, inclusive, and focused on improving lives.
- **We listen, value, and respect each other’s views** – fostering a culture of collaboration and mutual respect.
- **We develop a culture of challenge, ownership, innovation, and improvement** – encouraging creativity and continuous development.
- **We are ambassadors for Sefton** – promoting the Borough positively and proudly representing our communities.
- **We are responsive and efficient** – delivering services that are timely, effective, and customer-focused.
- **We are clear about what we can and cannot do** – being transparent and honest in all our communications and actions.

These values underpin our commitment to excellence, inclusivity, and innovation, ensuring that Sefton remains a great place to live, work, and visit.

## Our Successes and Key Projects

Sefton Council is proud of its recent achievements and ongoing commitment to delivering high-quality services. Our Adult Social Care services were recently graded



Good by the Care Quality Commission (CQC), and our Children's Services also achieved a Good rating from Ofsted. These successes reflect the dedication and professionalism of our teams and our focus on continuous improvement.

Alongside these achievements, Sefton Council is actively delivering a range of major capital projects that will transform the Borough and stimulate economic growth. These include the Marine Lake Events Centre in Southport, the Strand Shopping Centre redevelopment in Bootle, and exciting developments such as the Cove Resort and Enterprise Arcade in Southport. We are also proud to support cultural and community initiatives like Salt and Tar, Bootle's vibrant events space, which hosts live music, comedy, and family-friendly activities, bringing people together and boosting the local economy.

These projects form part of our strategic investment programme to attract private sector-led development and create vibrant spaces for residents and visitors. We work closely with local communities to ensure these projects reflect their needs and foster a sense of ownership and pride.

For more information on these projects and to stay updated on progress, visit the Sefton Council website at [www.sefton.gov.uk](http://www.sefton.gov.uk)

## An Inclusive Workplace

We are committed to fostering an inclusive Council that reflects the diverse communities we serve. Our workforce brings a wide range of experiences and perspectives, and we value an environment where everyone feels respected, supported, and able to reach their full potential.

Sefton is proud to be the first local authority in the Liverpool City Region to achieve **Navajo** accreditation, recognising our commitment to LGBTQ+ inclusion. We are also a Disability Confident employer and continue to build a workforce that represents our communities.

We support several staff networks, including groups for Black and Ethnically Diverse colleagues, LGBTQ+ staff, women, disabled employees, and a Christian Workplace Group.

As an Equal Opportunities Employer, we base recruitment solely on skills, experience, and suitability for the role. All applicants are treated fairly, and we have also recognised 'care experienced' as a protected characteristic within Sefton.



For more information, please refer to our [Equality, Diversity and Inclusion Strategy](#)

## Liverpool City Region Fair Employment Charter



Sefton Council is proud to support the Liverpool City Region Combined Authority Fair Employment Charter, an initiative that promotes fair, healthy, inclusive, and just workplaces across the region. The Charter celebrates good employers and encourages the highest standards in employment practice, including fair pay, secure work, opportunities for progression, strong employee voice, and a commitment to staff wellbeing. By aligning with the Charter, we demonstrate our dedication to providing a fair day's pay for a fair day's work and to fostering an equitable and supportive working environment for all colleagues.

### What We Can Offer You

- A supportive and collaborative working environment.
- An agile approach to working.
- Opportunities for professional development and career progression.
- A role where your work makes a real difference across the organisation.
- Flexible working arrangements supporting work-life balance.
- A strong commitment to equality, diversity, and inclusion.



You will benefit from a comprehensive local government employment package which includes the following:

- Competitive salary in line with NJC Local Government Pay Scales.
- Membership of the Local Government Pension Scheme (LGPS), providing a secure, defined benefit pension with employer contributions.

### **Annual Leave and Work-Life Balance**

- Generous annual leave entitlement, 28 days annual leave rising to 33 days with 5 years continuous service.
- Additional public (bank) holidays.
- Flexible working options to support a healthy work-life balance, subject to service needs.
- Option to purchase additional annual leave.

### **Learning, Development and Career Progression**

- A comprehensive induction programme.
- Access to a wide range of training, apprenticeships, learning, and development opportunities.
- Support for professional development and role related qualifications.
- Opportunities to develop your career within a large and diverse local authority.

### **Health, Wellbeing and Support**

- Enhanced sick pay scheme.
- Employee wellbeing initiatives and access to occupational health support.
- Policies that promote physical and mental wellbeing in the workplace.

### **Family-Friendly and Inclusive Policies**

Our family-friendly policies and flexible working arrangements help staff maintain a healthy work-life balance.

- Family friendly policies, including enhanced maternity, paternity, adoption, neonatal care and special leave to support with time off work to deal with issues when life events happen.



- A strong organisational commitment to equality, diversity, and inclusion.
- Reasonable adjustments and support to enable disabled employees to thrive.

### Foster Friendly Employer Commitment

Sefton Council is proud to be a *Foster Friendly* organisation as recognised by The Fostering Network. We actively support employees who are foster carers or who are applying to foster by offering flexible working arrangements, paid time off for fostering-related meetings and training, and a workplace culture that recognises the vital role foster carers play in our communities.

This commitment helps ensure carers can balance fostering responsibilities alongside career, and reflects our dedication to supporting children, families, and those who care for them.

### Additional Benefits

- Access to salary sacrifice and employee benefit schemes (where applicable).
- Opportunities to contribute to meaningful work that supports local communities.
- A supportive, values led organisational culture.
- Free parking at office bases (dependent upon the work location).

### About the Role

This is a role at the heart of the Council. You will be the first point of contact for residents and customers contacting the council by telephone email and social media. Working in a fast-paced environment dealing with complex challenging and stressful situations including enquiries about non-council services. A background in local government would be desirable but the ability to understand and communicate complex messages is essential

The key responsibilities include:

- The ability to prioritise tasks effectively and efficiently
- Exceptional attention to detail
- Maintaining and updating customer information as appropriate on a Customer CRM system and other relevant database applications.



- Handling sensitive information with the highest level of confidentiality and discretion
- Proficient in the use of the Microsoft Office package including Outlook, Teams, Word, PowerPoint, Excel etc.

This role suits someone who is passionate about delivering excellent customer service, committed to maintaining high standards, and confident working both independently and collaboratively to support the residents of sefton.

Please see **Appendix A (page 10)** for a full copy of the Job Description with contracted hours and Person Specification.



## Top Tips on How to Apply

Submitting a strong application gives you the best chance of progressing to the next stage of the recruitment process. The following guidance applies to all roles and will help you prepare a clear, compelling application:

### 1. Read the Job Description and Person Specification Thoroughly

- Make sure you understand the key duties, expectations, and essential criteria.
- Use the person specification as your guide when writing your application.

### 2. Provide Clear Evidence of Your Skills and Experience

- Show *how* you meet the criteria using specific, real examples.
- Consider using the **STAR method** (Situation, Task, Action, Result) to structure your responses.

### 3. Tailor Your Application

- Avoid generic statements. Focus on experience that directly relates to the role you are applying for.
- Demonstrate how your strengths align with the organisation's values and priorities.

### 4. Highlight Your Achievements

- Include examples of work you are proud of or significant contributions you have made in previous roles.
- Emphasise impact – improvements, efficiencies, positive outcomes, or innovations.

### 5. Be Clear About Qualifications and Training

- List all relevant qualifications and professional training, including dates and awarding bodies.
- If you are working towards a qualification, include expected completion dates.

### 6. Showcase Transferable Skills

- Skills such as communication, teamwork, problem-solving, digital literacy, and organisation are valuable across all roles.



- Provide examples that demonstrate these effectively.

### **7. Check Your Application Carefully**

- Review your responses for clarity, spelling, and completeness.
- Ensure all sections of the application form have been filled in fully.

### **8. Submit Your Application Before the Deadline**

- Note the closing date and allow plenty of time to prepare your application.
- Late submissions usually cannot be considered.

### **9. Prepare for Potential Next Steps**

- If shortlisted, you may be invited to an interview, assessment task, or presentation.
- Be ready to discuss your experience, approach to work, and examples of how you meet the role's requirements.

## **Application and Selection Information**

The closing date for this vacancy is **Monday 25<sup>th</sup> May** (or earlier in the event of high volume of applications being received).

Provisional interview dates are **Week commencing 22<sup>nd</sup> June 2026**.

We are an Equal Opportunities Employer; all candidates will receive equal treatment. Our decision to appoint will be based upon whether an individual's skills, experience, qualifications, and abilities make them the most suitable candidate for the role.

All disabled and care experienced applicants will be offered an interview where they meet all essential criteria on the person specification.

**Please ensure that you meet all the essential criteria outlined in the person specification before submitting your application. Only applicants who demonstrate that they meet all essential criteria will be considered and invited to interview.**



## Appendix A – Job Description and Person Specification

<b>Directorate:</b>	Corporate Resources
<b>Location:</b>	Agile working/office attendance required Bootle, L20 3NJ
<b>Division:</b>	Customer Service
<b>Post:</b>	Customer Service Advisor
<b>Grade:</b>	E SCP 7-11 (£26,403 - £28,142) Pro Rata per annum
<b>Hours</b>	28 Hours across the hours of business 9-5 Monday to Friday
<b>Reporting to:</b>	Contact Centre Managers

### **Purpose of the Role**

The post holder will be responsible for providing first point of contact resolution to customers contacting Sefton Council Customer Services for information, advice, and transactional services in respect of all aspects of the Council's business. The post holder will promote delivery of excellent customer services and a positive image of the Council and Sefton Council Customer Services

### **MAIN DUTIES**

1. Working within Sefton Council Customer Services Department primarily dealing efficiently and proficiently with all enquiries from customers across the full range of Council services.
2. To respond to customer enquiries, providing excellent and professional customer services at all times.
3. To maintain and update customer information as appropriate on all systems used by Customer Services
4. Self-management and a proactive approach to personal development within a constantly changing environment.
5. To assist with the introduction of new services delivered by Customer Services.
6. To assist with enquiries across all sites in Sefton Council Customer Services as and when required.



7. Self-management in relation to personal performance, punctuality and attendance.

**SPECIAL CONDITIONS (if applicable)**

Flexible working time is in operation; however, the post holder must be able to work flexibly across the hours of business of Sefton Council Customer Services.

**GENERAL:**

This job description is a representative document. Other reasonably similar duties may be allocated from time to time commensurate with the general character of the post and its grading.

The post holder must ensure that confidentiality of all information is maintained and that working practices comply with the provision of the Data Protection Act 1998

The post holder will be expected to comply, observe and promote the equal opportunities of the Council.

All staff are responsible for the implementation of the Health and Safety Policy so far as it affects them, their colleagues, and others who may be affected by their work. The post holder is also expected to monitor the effectiveness of the health and safety arrangements and systems to promote appropriate improvements where necessary.

**Note:** Where the postholder is disabled, every reasonable effort will be made to support all necessary aids, adaptations or equipment to allow them to carry out all the duties of the job.

**Prepared by:** Lisa Conway 2024

**PERSON SPECIFICATION**

**Post:** Customer Service Advisor

**Department:** Customer Service Contact Centre

<b>Personal Attributes Required</b>	<b>Essential (E) or Desirable (D)</b>	<b>Method of Assessment</b>
<b>Qualifications</b>		
A professional qualification i.e. NVQ in Customer Services level 2 or above	D	AF/C
Qualification in Further Education	D	AF/C
Qualification related to typing/word processing.	D	AF/C
<b>Experience</b>		
Minimum of 12 months experience dealing with enquiries in a customer services environment	E	AF/I
<b>Skills &amp; Knowledge</b>		
Ability to respond quickly and positively to customer enquiries	E	AF/I
Ability to deal effectively with customer complaints and difficult situations.	E	AF/I
Ability to work to agreed procedures and to quickly learn and apply new procedures.	E	AF/I
Excellent organisational skills, able to operate effectively with a high workload and to competing demands	E	AF/I
Good communication skills to exchange information with a range of audiences, where the information can sometimes be complex or of a sensitive nature	E	AF/I
Ability to work using own initiative and as part of a team to achieve outcomes	E	AF/I
A good knowledge and understanding of council services.	D	AF/I
A commitment to complete all online training and development requirements associated to the post.	E	AF/I
Ability to work flexibly across the hours of business.	E	AF/I
<b>Behaviours and Attributes</b>		
Manage and protect customer data in accordance with General Data Protection Regulations	E	AF/I
Organised, methodical and conscientious	E	AF/I
Reliable, determined, efficient and flexible	E	AF
Respects confidentiality	E	AF/I



**Assessment Methods**

- AF: Application Form**
- I: Interview**
- C: Certificates**

