

Sefton@Work – Client Adviser (Restart) Applicant Recruitment Pack



Welcome

Hi,

We would like to thank you for your interest in the Client Adviser role within Sefton Council's Sefton@Work team, delivering the Restart Programme.

This is a rewarding and impactful opportunity for someone who is passionate about supporting people to overcome barriers and move towards sustainable employment. The role sits at the heart of our employability service, working directly with residents to provide high-quality advice, guidance and practical support.

As a Client Adviser, you will manage a caseload of individuals, delivering personalised support through a blend of one-to-one and group sessions, both in our Southport & Bootle offices. You will play a key role in helping people build confidence, develop skills, and access training and employment opportunities, while working collaboratively with employers, partners and colleagues to achieve positive outcomes.

We are looking for someone who is approachable, organised and able to build strong relationships with people from a wide range of backgrounds. You will bring excellent communication skills, a proactive and flexible approach, and a genuine commitment to making a difference in local communities. The ability to manage a varied workload, meet targets, and maintain accurate records is essential to success in this role.

As a person, if you are motivated by helping others succeed, take pride in delivering a high-quality service, and thrive in a busy, target-driven environment, we would 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 contact details provided.

If, after reading this pack, you like what you see and Sefton's Vision and Values align with your own, we look forward to receiving your application.

Best of luck!

Lianne Breen
Deputy Manager & Restart Team Leader
Contact Email: lianne.breen@sefton.gov.uk



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	9
Application and Selection Information	10
Appendix A – Job Description and Person Specification	11



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 North West 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

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.
- Sefton operate a 'Shut Down' period over the Christmas period which staff contribute four fifths of a week's pay over a 12-month period.

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

About Us

Sefton@Work is Sefton Council's employment and skills service, working with residents and employers to support local people into work and ensure they benefit from economic growth. We are proud to deliver person-centred, high-quality services that make a real difference to people's lives.

We are committed to equality, diversity and inclusion and welcome applications from all sections of the community.



About the role

Do you have a passion for supporting people to overcome barriers and move into sustainable employment? Do you have experience working in a fast-paced, target-driven environment, within welfare to work, careers advice or employment support?

If so, we would love to hear from you.

The Client Adviser role is central to the success of the Restart Programme, supporting individuals who have been out of work to re-engage with employment and take positive steps towards long-term career goals. You will provide high-quality, tailored advice and guidance to a diverse caseload of clients, many of whom may face multiple and complex barriers to employment.

Working across Sefton@Work offices in Bootle & Southport, you will deliver a blend of one-to-one and group-based support. You will carry out employability assessments, develop personalised action plans, and deliver practical support including CV writing, job searching and interview preparation.

You will play a key role in motivating and empowering clients, helping them to build confidence, develop skills and progress into sustainable employment. You will also work closely with employers, training providers and partner organisations to identify suitable opportunities and ensure the best outcomes for residents.

Key Responsibilities

- Manage a caseload of clients, providing tailored information, advice and guidance to support progression into employment
- Identify barriers to employment and develop personalised, SMART action plans to address them
- Deliver high-quality employability support including CV development, job search, applications and interview preparation
- Support clients to access training, education and employment opportunities in line with their skills and aspirations
- Build and maintain effective relationships with employers, partners and stakeholders to maximise opportunities
- Deliver group sessions and outreach activity across the borough to engage residents
- Maintain accurate, compliant and up-to-date client records in line with programme requirements
- Work towards and achieve individual and team performance targets



About You

We are looking for individuals who are passionate about making a difference and supporting people to achieve their potential. You will bring:

- Experience of working within employment support, welfare to work, recruitment or a similar environment
- A strong understanding of the barriers faced by individuals who are out of work
- Excellent communication skills with the ability to build rapport and motivate individuals from a wide range of backgrounds
- The ability to manage a varied caseload, prioritise workload and meet challenging targets
- Experience of delivering high-quality customer-focused services
- Strong IT and administrative skills, with the ability to maintain accurate records
- A proactive, flexible and solution-focused approach

A Level 4 qualification in Information, Advice and Guidance (or equivalent), or 3 years relevant experience, is essential. Candidates will only be considered for the Career Grade G on the Person Specification on this occasion]

Please see **Appendix A (page 10)** for a full copy of the Job Description 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 **Midnight 12th July 2026**

Provisional interview dates are **Interviews w/c 20th July 2026**

Interview will be a formal competency-based Panel Interview..

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

Post:

Department: Economic Growth and Housing **Location:** Bootle & Southport

Division: Investment & Employment **Post No:** TBC

Section: Sefton@Work **JE Number:** TBC

Post: Client Adviser **Grade:** G

Responsible To:

Deputy Manager and Team Leader (Restart)

Responsible For:

N/A

JOB PURPOSE

To provide advice, guidance and practical support to our clients who have been out of work for at least 12 months, to find sustainable employment through the new DWP Restart Programme. To deliver the service in line with programme requirements while achieving contractual related targets in accordance with our ethos and Matrix accreditation.

CORE DUTIES (F & G Grades)

1. To raise awareness of the service and undertake engagement activities to generate new referrals to allow access to our programmes at various venues across the borough.
2. To conduct quality controlled individual information, advice and guidance in both individual and group sessions with residents via a range of blended delivery methods (In-Person, Telephone and Virtual) and provide a high level of customer service and support.
3. To conduct general employability assessments designed to draw out any potential barriers and measure distance travelled.
4. To manage a caseload of clients accessing the service who have low level needs and minor barriers to progression/employment.
5. To provide services to residents that are tailored to take into account any employability barriers they face, their skills and qualifications and their future potential.



6. To conduct job search sessions and support the application process e.g. completing online applications, registering on websites, sending CV's to employers etc.
7. To create quality CV's and covering letters/emails/web profiles for clients.
8. To develop general actions plans in partnership with clients to identify SMART actions to aide progression.
9. To undertake work with the Employer Liaison Team, employers and training providers in order to identify and match to employment and training opportunities suitable for residents.

MAIN DUTIES (continued)

10. To contribute to the team and achieve individual contractual targets as set out by your Line Manager.
11. To network and work in collaboration within SMBC and other partner organisations relevant to the service (e.g. Jobcentre Plus, Career Connect, etc).
12. To keep up to date with developments in education, training, employment and regeneration, both locally and nationally.
13. To support recruitment campaigns in conjunction with management and undertake associated activities that maximise jobs for local people, including delivery of pre-recruitment training.
14. To maintain robust and accurate client records and evidence outcomes in line with programme guidance and compliance.
15. To work as part of a team to develop the Sefton@Work service in line with the Matrix Quality Standard and Customer Service Excellence, leading to a recognised achievement.
16. To contribute to publicity and awareness raising events as directed by management.
17. Actively promote the provision of equality of opportunity within the initiative and promote non-discriminatory practices in all aspects of the work undertaken.
18. To participate in training, coaching and development programmes as required and use all relevant learning opportunities to improve personal skills to enhance the effectiveness and efficiency of service delivery.

**ADDITIONAL DUTIES (Professional/G Grade)**

- 11. To manage a large caseload of clients accessing the service who have high level complex needs and multiple barriers to progression/employment.**
- 12. To conduct quality controlled individual information, advice and guidance to provide in-depth advice, guidance and support to those with complex barriers and needs (e.g. Ex-Offenders, MAPPA, ESOL, Substance Misuse, Leaving Care) linking in with specialist provision where appropriate.**
- 13. To develop in-depth tailored action plans that identify clear progression routes for all clients including those with complex needs, setting goals and SMART actions to overcome barriers and move towards or into sustainable opportunities.**
- 14. To give advice and administer (if appropriate) testing for clients regarding any special needs (such as literacy or numeracy) and conduct complex employability assessments designed to draw out barriers and measure distance travelled.**
- 15. To network and work in collaboration within SMBC and outside specialist agencies and organisations relevant to the service and needs of the clients to help ensure the barriers facing individuals can be addressed through joint action plan and advocacy.**
- 16. To prepare and deliver group employability sessions, both within the Sefton@Work offices(s) and on an outreach basis throughout the borough, to enable individuals to achieve their career goals.**

PROGRESSION CRITERIA

- Scale G requires a professional sector specific qualification at a minimum of Level 4 or equivalent e.g. NVQ Level 4 in Information, Advice & Guidance, Career Development etc.
- An applicant with significant experience (3+ years) of working within the sector or in a role that provides advice & guidance and/or those working towards L4 or above qualification may also be considered on Scale G if can evidence work history through references
- Scale F will not require any professional sector specific qualification, but candidates must be willing to undertake a minimum of IEP Level 2 and move on to a L4 in Employability Professionals qualification which will act as the route to move to grade G



PERSON SPECIFICATION

Please Note: n this occasion we are only considering applications for a Grade G and therefore this criteria will need to be met.

DEPARTMENT		Investment & Employment	DIVISION	Regeneration & Housing Sefton@Work	
POST		Client Adviser (Restart)	GRADE	F - G (Career Graded)	
QUALIFICATIONS, PERSONAL SKILLS & ATTRIBUTES REQUIRED			NOT REQUIRED (NR) ESSENTIAL (E) OR DESIRABLE (D)		
			GRADE F	GRADE G	HOW ASSESSED
1.	Holds a minimum of Level 4 qualification in Information, Advice & Guidance/ Employability Practitioner or equivalent OR a minimum of 3 years relevant professional work experience in a similar role.		NR	E	AF//C
2.	Willing to work towards and achieve IEP Level 2 for Employability Professionals and move towards a Level 4.		E	D	AF/I
3	Recent experience of working in the Welfare to Work, recruitment or employment & learning sector.		D	E	AF/I
4	Recent experience of successfully engaging with individuals to recruit them onto employment programmes.		D	E	AF//P
5	Experience of working towards and being accountable for the achievement of contractual individual and team targets.		E	E	AF/I
6	Experience of delivering services in an outreach setting to the public, specifically in JCP and community settings.		NR	E	AF/I
7	Knowledge of barriers facing individuals excluded from the labour market.		D	E	AF/I
8	Experience of maintaining accurate client records and auditable		D	E	AF/I



	evidence to ensure all outcomes are compliant and claimable.			
9	Knowledge of training, learning and employment opportunities available in Sefton and the wider LCR area.	D	E	AF/I
10	Experience of using a range of communication methods to engage with clients inc. telephone and virtual conferencing calls to deliver advice and employability sessions.	D	E	AF//P
11	IT literate with knowledge of a range of software packages inc. Microsoft Word, Excel, Outlook, Teams, Internet and Case Management Systems.	E	E	AF/I
12	Ability to work unsupervised and use own initiative.	D	E	AF/I
13	Excellent communication skills with the ability to engage with individuals at a range of levels and organisations from various sectors.	E	E	AF//P
14	Excellent organisation skills with the ability to prioritise workload including a caseload of clients.	E	E	AF/I
15	Knowledge of general recruitment services/initiatives offered by relevant local partner agencies.	D	E	AF/I
16	Knowledge of and experience of working in partnership with specialist support agencies that provide practical help to those with complex needs (MAPPA, ESOL, Substance Misuse, Leaving Care, Youth Offending Team etc).	NR	E	AF/I
17	Ability to respond to requests quickly and efficiently.	E	E	AF/I
18	Ability to work well under pressure and meet deadlines whilst maintaining a high standard of work.	E	E	AF/I
19	Knowledge of marketing and publicity and how to use this to raise awareness and promote our services in the community.	D	D	AF/P
20	Empathy to low income areas.	E	E	AF
21	Commitment to equal opportunities.	E	E	AF
22	Willingness to travel across the borough of Sefton to promote and deliver services.	E	E	AF/I



23	Willingness to work outside normal working hours when required, including evening and weekends.	E	E	AF/I
----	---	---	---	------

KEY	AF – Application Form	C – Certificate	I – Interview	P - Presentation
-----	-----------------------	-----------------	---------------	------------------

2026

