

# CUSTOMER ASSISTANT Applicant Recruitment Pack

Sefton is a really great place to live and work



# Welcome

Hi,

I would like to thank you for your interest in the Customer Assistant role vacancies within The Atkinson Team.

This is an exciting and rewarding opportunity for someone who thrives on meeting people and providing excellent customer service. You should be friendly and approachable and enjoy working in cultural environments, especially busy performing arts events.

You'll play a key role in maintaining high standards of customer care, offering a warm and engaging presence, and approaching every task with professionalism and a positive, can-do attitude.

As a person, if you're someone who enjoys helping others, takes pride in delivering great customer service, and brings energy, adaptability, and a genuine passion for the arts, 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!

Emma Harrison  
Principal Manager: Access, Engagement & Enterprise  
The Atkinson



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## 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](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

The Customer Assistant role is at the heart of everything The Atkinson has to offer our visitors, customers and community. You will be part of a flexible team delivering the highest standards of customer care through engagement with all of our audiences across The Atkinson.

You will be the first point of welcome and contact for visitors to The Atkinson; working in the Theatres, Museum and Galleries, Bars and public spaces as required. You will support organisational change in The Atkinson's customer focussed activities and drive best value from our resources.

Key responsibilities include:

- To deliver a first-class information and customer service to all users and visitors to the Atkinson, responding to enquiries about our exhibitions, programmes and services and tourism offer.
- To support delivery of all relevant engagement initiatives for customers, communities and schools, and outside partners, including representing the service as required.
- To ensure that all theatre patrons enjoy a safe, high quality experience.
- To support understanding of visitor engagement by encouraging customers to fill in questionnaires and evaluation forms as required.
- To support the development and delivery of The Atkinson's services and programmes.

- To participate in training and development necessary to deliver an ambitious Arts programme, together with an integrated offer across the organisation and from Sefton's Localities team.
- To help raise the profile of The Atkinson's work with organisational change and shared services
- To support delivery of ambitious income targets in the Theatres, Museum and Galleries, and Shop if required, including up-selling, promoting offers and selling merchandise.

This role suits someone who is passionate about delivering excellent customer experiences, committed to maintaining high standards, and confident working with the general public.

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 **Sunday 26<sup>th</sup> July 11.59pm** (or earlier in the event of high volume of applications being received).

Provisional interview dates are **Wednesday 12<sup>th</sup> and Thursday 13<sup>th</sup> August 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>Post:</b>	Customer Assistant
<b>Directorate:</b>	Communities
<b>Location:</b>	The Atkinson, Lord Street, Southport
<b>Division:</b>	Arts
<b>Post:</b>	Customer Assistant
<b>Grade:</b>	B      £13.2094 per hour
<b>Reporting to:</b>	Centre Officers

### **PURPOSE OF THE ROLE**

To be part of a flexible team delivering the highest standards of customer service and customer care engagement with audiences, visitors and customers across The Atkinson. To be the first point of welcome and contact for visitors to The Atkinson; working in the Theatres, Museum and Galleries, Bars, Library and public spaces as required. To support organisational change in The Atkinson's customer focussed activities and by driving best value from our resources.

### **MAIN DUTIES**

#### **Delivering the best Customer Experience**

To support the development and delivery of The Atkinson's services and programmes. To participate in training and development necessary to deliver an ambitious Arts programme, together with an integrated offer across the organisation and from Sefton's Localities team.

#### **Profile & Advocacy**

To help raise the profile of The Atkinson's work with organisational change and shared services.

#### **Income Generation & Targets**

To support delivery of ambitious income targets in the Theatres, Museum and Galleries, as well as Library and Shop if required, including up-selling, promoting offers and selling merchandise.

### **Public Engagement**

To deliver a first-class information and customer service to all users and visitors to the Centre, responding to enquiries about The Atkinson's collections, exhibitions programmes and services and tourism offer.

To support delivery of all relevant engagement initiatives for customers, communities and schools, and outside partners, including representing the service as required.

To ensure that all theatre patrons enjoy a safe, high quality experience.

To support understanding of visitor engagement by encouraging customers to fill in questionnaires and evaluation forms as required.

### **Staff Development**

To provide a high-quality, efficient, courteous and helpful service at all times

To contribute to seamless working relationships with other Customer Assistants and across the Public Engagement team and other teams within the Atkinson.

To maintain professional awareness and personal development for self and others, as appropriate.

### **Operational Efficiency**

To supervise the public with regard to Fire Safety and with regard to the security of The Atkinson and current Health and Safety legislation.

To support reporting, administrative, financial routines, library stock and all other stock management procedures as required

To undertake all operations necessary for the continued effectiveness of the integrated service; for the efficient delivery of services, ensuring that The Atkinson provides a safe, clean, comfortable and enjoyable environment at all times.

### **Data & Information Management**

To adhere to all Sefton Council Data Protection policies.

### **Sustainability**

To contribute to The Atkinson's 'Green' strategy including policies on recycling, reduction in energy and water consumption, green transport and collaborative procurement.

To undertake front and back of house cleaning as required.

Any other duties commensurate with the grade of the post.

### **GENERAL CONDITIONS**

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.

All staff have a duty to take care of their own health and safety and that of others who may be affected by your actions at work. Staff must co-operate with employers and co-workers to help everyone meet their legal requirements.

The Authority has an approved equality policy in employment and copies are freely available to all employees. The post holder will be expected to comply, observe and promote the equal opportunities of the Council.

Where the post holder is disabled, every effort will be made to support all necessary aids, adaptations or equipment to allow them to carry out all the duties of the job.

The person appointed will be expected to work flexibly and the exact nature of the duties described above is subject to periodic review and is liable to change.

**PERSON SPECIFICATION**

**Post:** Customer Assistant

**Department:** Communities, Arts, The Atkinson

<b>Personal Attributes Required</b>	<b>Essential (E) or Desirable (D)</b>	<b>Method of Assessment</b>
<b><u>Qualifications</u></b>		
Good standard of literacy	E	AF/I
Good standard of numeracy	E	AF/I
<b><u>Experience</u></b>		
Working directly with the public	E	AF/I
Working in an arts, theatre, heritage, information and/or retail/bar environment	D	AF/I
Working in a customer care/service focussed environment.	D	AF/I
Cash handling and stock management	D	AF/I
<b><u>Skills &amp; Knowledge</u></b>		
Commitment to the highest standards of customer care	E	AF/I
Ability to communicate effectively to all visitors, customers and colleagues.	E	AF/I
Ability to work as part of a team.	E	AF/I
Proven reliability and punctuality.	E	AF/I
Dealing with change for self and others	E	AF/I
Ability to carry out administrative and financial routines, and maintain records to the designated standard	E	AF/I
Effective use of ICT for personal use and service delivery	E	AF/I
Ability to be an enthusiastic advocate for The Atkinson	E	I
The ability to work on own initiative and under pressure	E	AF/I
<b><u>Special Conditions</u></b>		
Able to work flexible hours including evenings and weekends	E	AF/I
Able to travel to the workplace(s) and elsewhere, as required	E	AF/I
Uniform, including Identification badge to be worn and to be clean, smart and presentable at all times when on duty	E	I
A flexible approach to work and working hours is essential. A Flexible Working Agreement is in place, which allows for different hours to be worked each week as dictated by the programme.	E	I
Some duties will be physically demanding e.g. standing for long periods of time, use of stairs to attend audience.	E	I

**Assessment Methods**

**AF:** Application Form

**I:** Interview

