



Senior Trading Standards Officer Applicant Recruitment Pack



Welcome

Hi,

We would like to thank you for your interest in the Senior Trading Standards Officer's position, within Sefton Council's Public Protection Service.

We are looking for a forward thinking and enthusiastic Officer to join our established Trading Standards Team to deliver a high-quality service.

Trading Standards is high on the Council's agenda, and you will work collaboratively with other council services, agencies, and partners to develop innovative approaches to ensure an efficient service with effective outcomes.

The successful candidate will have good organisational skills, be an excellent communicator and be confident in dealing with members of the public, businesses, elected Members and other agencies. You will act as subject matter expert and need to be able to demonstrate ability to plan/prioritise and sequence multiple and potentially conflicting priorities.

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 have finished 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!

Steve Smith
Environmental Health and Trading Standards Service 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 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.

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 pivotal role at the heart of Public Protection. Contributing to the management and development of Trading Standards activities and ensuring compliance with duties, the postholder will be involved in a broad range of enforcement and regulatory functions including;

- Intelligence led enforcement, investigative approach to all consumer complaints with a Trading Standards criminal element
- Product Safety
- Age restricted sale and the enforcement of legislation relating to illicit tobacco and vapes
- Border Control - protecting the UK market from unsafe consumer goods and ensuring integrity of the animal feed chain at the country's 4th largest Port and largest Animal feed port
- Rouge Traders investigations and doorstep crime prevention
- Risk based compliance visits (fair trading, metrology and safety)

- Counterfeit goods and intellectual property crime
- Animal Health & licensing

The role requires strong leadership, investigative expertise and the ability to work effectively with a wide range of partners. Managing a fast-paced workload with professionalism, discretion and confidence to protect consumers and support legitimate businesses.

You will also provide ad-hoc support to the Principal TSO and Section Manager. This role requires someone who thrives in a dynamic environment, can anticipate needs and an organised approach to managing different priorities.

The key responsibilities include:

- To provide operational resilience and technical support for the Principal Trading Standards Officer.
- Undertake supervisory responsibilities, be expected to stand in/deputise for the Principal Trading Standards Officer when required and provide a high level of technical expertise in Trading Standards matters, leading in one or more specific areas.
- Undertake often complex investigations / inspections / interventions to promote and ensure compliance with all relevant legislation and associated guidance, including taking appropriate formal action.
- Lead / undertake the investigation of complex /multi-disciplinary cases regarding contraventions of relevant legislation
- Comprehensive workload management
- Providing oversight, advice and guidance to front line officers, colleagues and elected members
- The ability to prioritise tasks effectively and efficiently to ensure satisfactory outcomes in a timely manner.
- 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 services, committed to maintaining high standards, and confident working both independently and collaboratively.

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 16th August 2026** (or earlier in the event of high volume of applications being received).

Provisional interview dates are **W/c Monday 7th September 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

Post:

Directorate: Place – Highways & Public Protection

Location: Magdalen House, Bootle, L20 3NJ

Division: Public Protection

Post: Senior Trading Standards Officer

Grade: J £47,181 to £50,269

Reporting to: Principal Trading Standards Officer

Purpose of the Role

To promote and encourage best practice in the various disciplines of Trading Standards and ensure at least minimum compliance with legal requirements by business and individuals by enforcement of relevant legislation under the general direction of the Principal Trading Standards Officer and Section Manager.

MAIN DUTIES

Senior TSO Grade J

1. Undertake investigations / inspections / interventions to promote and ensure compliance with all relevant legislation and associated guidance.
2. Supervise the work of relevant technical officers.
3. Investigate incidents/requests for service relating to the work of the section.



4. Prepare reports / costings / schedules related to the work of the section.
5. Prepare and serve statutory notices.
6. Prepare reports regarding contraventions of relevant legislation and where necessary give evidence in any related court proceeding.
7. Prepare reports, undertake correspondence, give advice and attend meetings on behalf of the Section.
8. Provide statistical information for inclusion in reports related to the work of the section.
9. Actively support effective employee relations and undertake appropriate technical and personal development courses to improve personal and professional effectiveness.
10. Research and keep up to date with evolving professional best practice relating to the remit of the section and formally share any significant developments with other members of the section.
11. Undertake inspections / interventions / audits of the highest technical complexity, promote best technical and operational practice and ensure compliance with all relevant legislation.
12. Investigate incidents / requests for service of higher complexity relating to the remit of the section and interrelated trading standards functions.
13. Devise, lead and supervise project / area-based work for the relevant members of the section and interrelated Trading Standards functions.
14. Prepare complex reports / costings / schedules related to the work of the section and interrelated Trading Standards functions.
15. Lead / undertake the investigation of complex /multi-disciplinary cases regarding contraventions of relevant legislation as directed and where necessary prepare multidisciplinary cases and give evidence in any related court proceedings.



16. Provide support (as directed) at short notice for the work of other Tradign Standards related functions.
17. Act as the national lead compliance officer for any allocated Primary Authority businesses.
18. Deputise for the Principal Officer in their absence.

SPECIAL CONDITIONS

- Occasional work outside normal hours may be required.
- A flexitime scheme is currently in operation.

GENERAL REQUIREMENTS

The postholder will be expected to comply, observe and promote the equality standards of the Council.

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 it's grading.

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.

**PERSON SPECIFICATION****Post:** Senior TSO**Directorate:** Highways & Public Protection

Personal Attributes Required	Essential (E) or Desirable (D)	Method of Assessment
<u>Qualifications</u>	Snr TSO	
1 Degree/Diploma/post-graduate qualification in Environmental Health or Trading Standards, and either registration/accreditation with CIEH/CTSI, appropriate, or significant experience to equate to the same level of knowledge.	E	AF/C
2 Full or Chartered membership of relevant professional institution.	D	AF/C
<u>Experience</u>		
Experience in Local Government or relevant private sector organisation	E	AF/I
Experience in the inspection of premises/land in relation to relevant team responsibilities and legislation	E	AF/I
<u>Skills & Knowledge</u>		
Good interpersonal & communication skills enabling effective communication with a diverse range of individuals including, professionals, elected members & the general public.	E	AF/I
.Ability to work as part of a team and with the minimum of supervision	E	AF/I
Awareness of Government Policy and legislation relating to Environmental Health & Trading Standards generally	E	AF/I
Knowledge and ability to assist in tutoring trainees	E	AF/I
Ability to manage, motivate and develop other members of the team	E	AF/I



Computer Literacy including knowledge of the "Civica" or other similar databases.	E	AF/I
Ability to demonstrate vision and clarity of thought, negotiating/influencing skills, innovation, prioritisation skills awareness and sensitivity	E	AF/I
Maturity of professional approach and ability to deputise for Principal officer	E	AF/I
Special Requirements		
Out of hours working	E	AF/I
Possession of full driving licence	E	AF/C

Assessment Methods**AF: Application Form****I: Interview****C: Certificates****Prepared by: Steve Smith****Date: 30th June 2026**