

Electoral Services Officer Applicant Recruitment Pack



Welcome

Hi,

We would like to thank you for your interest in the Electoral Services Officer role within Sefton Council's Corporate Resources Team, supporting our Electoral Services Team.

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'll play a key role in assisting the Electoral Services Manager to deliver an efficient electoral service which complies with electoral legislation.

You will be expected to deliver an excellent standard of customer care based on continuous service development and assisting in exploring customer needs. You will be expected to carry out every task with professionalism and a positive, can-do attitude. Confidentiality is essential in this role, and we're looking for someone who can be trusted to handle sensitive information with care, discretion, and integrity.

As a person, if you're someone who enjoys helping others, takes pride in delivering high-quality support, and brings energy, adaptability, and a genuine passion for making a difference, 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.



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.

More recently, we are exceptionally proud to have been nominated and subsequently shortlisted by the Local Government Chronicle for the Most Improved Council 2026. These successes reflect the dedication and professionalism of our teams and our focus on continuous improvement and our desire to make a difference across the communities within the Borough of Sefton.

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

This is a pivotal role at the heart of the Council. As the Executive Director settles into post, you will play a crucial part in ensuring they are fully supported, well-briefed, and able to focus on strategic priorities. You will be the first point of contact for internal and external stakeholders, managing a fast-paced workload with professionalism, discretion and confidence.

You will also provide ad-hoc support to the wider Corporate Resources Senior Leadership Team which comprises of Finance, HR, Legal, IT and Strategic Support. 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:



- Comprehensive diary and inbox management, including scheduling and co-ordinating meetings
- The ability to prioritise tasks effectively and efficiently
- Exceptional attention to detail
- 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 learning experiences, committed to maintaining high standards, and confident working both independently and collaboratively to support a skilled and safe workforce.

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 **Friday 14 August 2026** (or earlier in the event of high volume of applications being received).

Provisional interview dates are **Wednesday 2 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:	Electoral Services Officer
Directorate:	Corporate Resources
Location:	Bootle Town Hall, Oriel Road, L20 7AE
Division:	Democratic Services
Post:	Electoral Services Officer
Grade:	G £32,597 - £36,363
Reporting to:	Deputy Electoral Services Manager, Electoral Services

Purpose of the Role

To assist the Electoral Services Manager to deliver an efficient electoral service (including elections and electoral registration) which complies with electoral legislation.

To assist in implementing initiatives aimed at maximising electoral participation by all groups of people in the local community.

To monitor and undertake as necessary the day-to-day functions of Electoral Services, and assist with the development and innovation within the service

MAIN DUTIES

Deliver an excellent standard of customer care in electoral services based on continuous service development and assisting in exploring customer needs.

Assist with the strategic planning for electoral services, ensuring agreed service standards and targets within the Operational Plan, project plans and the Team Plan are met and keep business continuity plans and risk assessments up to date, and ensuring all equipment remains in good working condition by reporting any problem/defects.

Assist in ensuring that the daily workload of the service is completed, keep team members informed of operational developments and take part in encouraging a culture within the team of effective, open communication.

Assist with the production, publication and distribution of the annual Electoral Register and rolling registers, including the annual household canvass including personal visits where required, aiming to have an accurate and complete Register published on time, with the highest possible response rate.



Assist with the management and delivery of all aspects of UK Parliamentary, local, parish, local and national referenda or other elections taking place within the borough, ensuring all statutory requirements and timetables are met.

To take a lead role with the identification and accessibility of polling stations, negotiation of contracts with key holders and preparation of polling stations.

To take a lead role in ensuring all absent vote applications received are scanned, processed, and checked in preparation to be issued including the re-issues of lost or spoiled postal ballot packs.

Undertake specified aspects of employee management for temporary or casual staff, including recruitment, induction, work allocation. Assist with delivering appropriate training for all temporary staff, polling station staff, canvassers and deliverers prior to them taking up their duties.

Provide support to reviews of electoral matters as appropriate, including reviews of electoral boundaries (including polling district boundaries), locations of polling stations, and disabled access to polling stations.

Using the bespoke Electoral Registration and Management software system to a high standard, entering information with efficiency and precision.

Assist with maximising the benefits from using new technology, particularly updating and adapting systems regularly to meet particular changing needs.

Maintain information systems and systems for performance management, assist in the preparation of all required statistical and performance information to ensure set deadlines are met.

Support the Deputy Electoral Services Manager with ensuring the property database is accurate and up to date at all times and in sync with the Council's Land and Property Gazetteer (LLPG).

Deputise for the Electoral Services Manager and Deputy Electoral Services Manager as required.

To develop a good and maintain a sound working professional knowledge of electoral law and keep abreast of legislative changes and good practice attending relevant training courses, workshops and meetings.

Assimilate new legislation and good practice, implementing these into current processes and procedures to ensure the Council meets its legal obligations.

Carry out research to support service delivery and improvement as required. Assist in maintaining and improving appropriate team values and engage individual ownership especially in terms of new opportunities and change.

Monitor and maintain electoral services information on the Council intranet and internet on a regular basis. Suggest enhancements to this area.



Provide support in the procurement of goods and services within the principles of value for money to assist with ensuring that the service is delivered within budget.
Assist with the preparation of accounts for elections using the guidance as issued by the Election Claims Unit.

Be responsible for contributing to the identification of the postholder's own training and development needs and taking opportunities available to meet those needs.
Establish good working relationships with colleagues, officers and members.

Be aware of issues with political and organisational sensitivity, informing and involving the Electoral Services Manager about any matters of this nature that arise.
Any other duties and responsibilities within the range of the salary grade.

SPECIAL CONDITIONS

- Occasional work outside normal hours may be required especially during the pre-election period.
- A flexitime scheme is currently in operation.

GENERAL REQUIREMENTS

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.

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 are responsible for the implementation of the Health & Safety Policy as far as it affects them, 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 ensure appropriate improvements are made where necessary.

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 equality policies of the Council.

Since confidential information is involved with the duties of this post, the post holder will be required to exercise discretion at all times and to observe relevant codes of practice and legislation in relation to data protection and personal information.

Undertake, and participate in training, coaching and development activities, as appropriate.

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: Electoral Services Officer

Department: Corporate Resources

Personal Attributes Required	Essential (E) or Desirable (D)	Method of Assessment
Qualifications		
GCSE's or equivalent at grade C or above in English and Maths	E	A
AEA Certificate in Electoral Administration (or willingness to study for)	E	A
Experience		
Experience of working within an electoral services team for at least a year.	E	A/I
Experience of using an electoral registration software	E	
Maintaining support systems in an office	E	
Working in a customer-facing environment	E	
Knowledge, Skills & Abilities		
Functions of local government and electoral legislation e.g. Representation of the Peoples Acts and Regulations	D	A/I
Knowledge of computer software systems (word processing, spreadsheets, databases, outlook)	E	A/I
Able to produce clear and well structured written work, including reports and letters/notes	E	A/I
Able to use technological applications (word processing, spreadsheets, email, internet)	E	A/I



Develops productive relationships: able to work with people and groups across a variety of levels in the organisation.	E	A/I
Able to present reports or training material to colleagues, new staff and other stakeholders	D	A/I
Able to give good, sound, pragmatic, concise and clear advice to colleagues and elected members.	E	A/I
Able to work effectively in a political environment and handle confidential issues discreetly and tactfully	E	A/I
Able to work well in a team, demonstrating commitment to colleagues, team objectives and collaborative working	E	A/I
To work in a methodical manner to strict deadlines.		
Able to respond to changing priorities and demands in work.	E	A/I
	E	A/I
Other requirements		
Ability to work outside normal office hours including evening, weekends and bank holidays as required and at short notice to deliver elections and electoral registration functions	E	A/I
Willing to take annual leave to fit around the electoral services cycle of work and acceptance that leave is restricted during election and annual registration periods, (usually March to May and September to November).	E	A/I
Willing to undertake appropriate training and development relevant to the duties of the post as required.	E	A/I

Assessment Methods

AF: Application Form

I: Interview

C: Certificates



Prepared by: Dave McCullough
Date: July 2022

