



Part-time Careline Advisor Applicant Recruitment Pack



Welcome

Hi,

We would like to thank you for your interest in the Part-time Careline Advisor role within Sefton Council's Arc & Careline team.

Sefton Careline is a TSA accredited Alarm Receiving Centre that operates 24/7 365 days a year, supporting vulnerable residents across Sefton to live independently and safely in their own homes using Technology Enabled Care Solutions (Telecare). An exciting opportunity has arisen for the right person to join the Sefton Careline Team.

The successful candidate must be a confident communicator, and have experience of dealing with vulnerable adults, often in challenging situations. Patience and excellent listening skills are essential elements for this post as is the ability to deal with confidential and sensitive information. Flexibility and reliability are also essential requirements of this post as working hours will vary between 8am – 8pm according to operational requirements.

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

Best of luck!

Sue Mooney
Arc Manager



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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.

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

The Careline Advisors principal task is to deal with all Careline enquiries, responding to referrals, calls and emails from ASC (Adult Social Care) potential clients, service users and professionals in relation to vulnerable people and those people with disabilities linked to the centre via an alarm system helping them to maintain an independent lifestyle and to promote independent living

The key responsibilities include:

To provide support for clients identified and in receipt of funding through the supporting people program within Sefton.

To provide advice and support in the use of TECS/Assistive Technology as appropriate. To conduct assessment of needs of service users, using evidence based/client centred principles to identify, implement and review packages of Telecare.

To demonstrate to service users and their carers the use of equipment and explain how this can support independent living.

To liaise with other professionals, statutory, voluntary and the private sector to ensure that the best possible services are provided for the service user and their carers within available resources.

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 11th September 2026** (or earlier in the event of high volume of applications being received).

Provisional interview dates are **week commencing 28th 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

Directorate: Operational in-house services

Location: Sefton Arc 209 Linacre Lane

Division: Sefton Arc careline

Post: Part-time careline advisor

Grade: E

Reporting to: Senior careline officer

MAIN DUTIES

1. To deal with and process all enquiries received through the Careline, including telephone calls, emails, letters, private applications and referrals.
2. To maintain and update customer information as appropriate on the relevant system and other relevant database systems, ensuring that any discrepancies are rectified and if needed, highlighted to the relevant persons.
3. Ensure all enquiries, applications and referrals are processed according to their needs and in a timely manner, ensuring any urgent referrals are actioned appropriately.
4. Co-ordinate the work of the installers in respect of appropriate and timely appointments with clients ensuring that any client specific information is highlighted and actioned.
5. Upon completion of any installations, ensure that client records are updated to reflect the correct information.
6. To report promptly any faults/breakdowns with equipment as instructed and



make the necessary arrangements to rectify.

7. To assist with programming, deprogramming, disposals and cleaning of Careline

equipment as and when necessary.

8. Liaise with the finance team as appropriate in relation to customer charges and billing information.

9. Ensure any terminations are dealt with in a timely manner ensuring information is

updated and that all relevant persons are notified.

10. To arrange for equipment to be collected accordingly and ensure any returns are

tested, decontaminated, or disposed of in line with guidelines.

11. To conduct test calls, carry out reviews and any other calls deemed necessary in

line with Careline processes and procedures.

12. To participate in and take an active role in the development of assistive technology.

13. To work collaboratively with colleagues across the council in support of Technology Enabled Care Solutions.

14. When required, support the Careline Operators in responding to calls from service users in a calm and friendly manner, providing reassurance and assistance irrespective of the client's ethnic origin, gender, disability, sexuality, or background.

15. To ensure all calls are handled in accordance with the Careline Procedures and

are in line with TSA Quality standards and that information is recorded accurately and in a timely manner.



16. To ensure that Senior Careline Officer is advised of any outstanding potentially problematic or dangerous situations, which may have arisen, and any actions taken.
17. To adhere to Sefton Councils safeguarding policy.
18. To assist in the working rota when other members of staff are on holiday or absent due to sickness.
19. Attend meetings, training courses and any other appropriate events, as directed.
20. To ensure that client information data is lawfully gathered, accurate, up to date and only divulged in accordance with GDPR and the local government common law duty of confidentiality. Failure to apply these duties can lead to the individual or the Department facing court proceedings.
21. To undertake any other duties as directed from time-to-time to meet the exigencies of the service.

GENERAL

1.

The post holder will be expected to work flexibly, Other reasonably similar duties may be allocated from time to time commensurate with the general character of the post and its grading to meet the needs of the service.

2.

The post holder will be required to undertake, and participate in training, coaching and development activities, as appropriate.

3.



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.

4.

The Authority has an approved equality and diversity policy and copies are available to all employees via the intranet. The post holder will be expected to comply, observe and promote the equality and diversity policies of the Council.

5.

Since confidential information is involved within 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 GDPR.

GENERAL REQUIREMENTS

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 & 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 equality policies of the Council.

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

The appointed person 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.



The appointed person will be expected to undertake, and participate in training, coaching and development activities, as appropriate to the role.

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: Part time Careline Advisor

Department: Sefton Arc careline

Personal Attributes Required	Essential (E) or Desirable (D)	Method of Assessment
Qualifications		
Minimum qualification of GCSE English and Mathematics at grade C or above (or equivalent) OR sufficient previous experience in a similar job may satisfy this requirement.	E	AF/C
Experience of working with database systems to interrogate and monitor service and customer information.	E	AF/I
Experience		
1.Experience of using Microsoft Office including word, Excel and MS Teams.	E	AF/I
2.Experience of working in a call centre/busy office environment.	D	AF/I
3. The ability to use other database products such as IAS/Liquid Logic.	D	AF/I
4. Experience of dealing with vulnerable people in a care or residential setting.	E	AF/I
5. Experience of dealing with complex needs such as dementia or other disabilities.	D	AF/I
6. Experience of working in a caring capacity either voluntary, personal or professional.	E	AF/I
Skills & Knowledge		
1. Excellent communication skills	E	AF/I
2. Ability to work in a fast-paced environment and meet strict deadlines.	E	AF/I



3. Excellent team player able to use their initiative.	E	AF/I
4. Working knowledge of vulnerable and disabled persons.	E	AF/I
5. Excellent verbal and written communication skills.	E	AF/I
6. Working knowledge of Microsoft applications and databases	E	AF/I
7. Excellent telephone manner.	E	AF/I
8. Ability to deal with complex and challenging situations.	E	AF/I
9. Ability to work under pressure and to meet deadlines.	E	AF/I
10. Ability to understand and follow instructions and Policies.	E	AF/I
11. Ability to use initiative.	E	AF/I
12. Ability to respond sensitively to the needs of the service user.	E	AF/I
13. Ability to work effectively as part of a team.	E	AF/I
14. A knowledge and understanding of confidentiality requirements.	E	AF/I
Special requirements		
Acceptance for the post will depend upon successful completion of vetting to BS 7858:2019. standard and a DBS check in addition to five-year checkable employment/education history.	E	AF/I
Motivated, optimistic and enthusiastic with the ability to respond to challenge and not be discouraged.	E	AF/I
Customer focused with a commitment to continuous service improvement.	E	AF/I
Act as a role model for others demonstrating a "can do" attitude and promoting positive challenge.	E	AF/I
Take personal responsibility and be prepared to make difficult decisions when necessary, communicating them to relevant	E	AF/I



colleagues / stakeholders as appropriate.		
Take personal responsibility and be prepared to make difficult decisions when necessary, communicating them to relevant colleagues / stakeholders as appropriate.	E	AF/I
Demonstrate and promote openness, trust, and respect	E	AF/I
Full Driving Licence.	E	AF/C

Assessment Methods Key:**AF – Application Form****I – Interview****C – Certificates****T - Test****Prepared by: Sue Mooney****Date: 1st September 2026**

