Business Support Assistant Applicant Recruitment Pack



Sefton Council

Welcome

Hi,

We would like to thank you for your interest in the Business Support Assistant role within Sefton Council's Family Wellbeing teams. This role will involve you supporting a team of professionals such as early help workers, Hub managers and greeting members of the public such as families you will be the receptionist for the centre. You will also be required to take notes at meetings such as the daily allocation meetings. You will also be required to collate information such as human traffic into the Hub on the footfall tracker. This is a full time, non-hybrid working role. There will be an expectation to be a first aider. More information can be found in sections 6, 9 and 10.

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 will offer a warm and supportive presence, and approaching 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 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!

Julie Bailey
Business Support Service Manager

Sefton Council

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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

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

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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.

Use of AI in Applications

- Sefton Council values authentic applications that reflect your own experiences, skills and motivations and that sound like you.
- AI tools can be used to support your application, such as helping you structure your answers or as a reasonable adjustment. However, your application should remain your own work and accurately represent your own experience and abilities.
- To ensure a fair and consistent recruitment process for all candidates, applications that appear to rely excessively on AI-generated content may not be shortlisted.

Application and Selection Information

The closing date for this vacancy is **Wednesday 25th November 2026** (or earlier in the event of high volume of applications being received).

Provisional interview date **Wednesday 2nd December 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.

Job Description

1. Undertake ICT based tasks including the production of letters, reports, schedules, uploading information and data inputting onto children's records etc.
2. Provide clerical support, e.g. scanning, photocopying, filing, emailing and completing routine forms.
3. Maintain manual and computerised records and/or management information systems.
4. Sorting and distributing the internal and external mail.
5. Undertake reception duties, answering routine telephone and face-to-face enquiries and signing visitors in and out.
6. Assisting with arrangements for meetings, booking rooms, sending invitations.
7. Take notes in meetings as required.
8. Operate office equipment e.g. computer, photocopier etc. in accordance with manufacturer's instructions
9. To arrange the ordering and secure storage of supplies e.g. stationery.
10. Undertake routine general financial administration e.g. collection, distribution and accurate recording of petty cash.
11. Be aware of and comply with policies and procedures including health and safety confidentiality and data protection, reporting all concerns to an appropriate person.

12. Work as part of a team, appreciating and supporting the role of other people in the team.
13. Attend and participate in meetings as required.
14. Undertake personal and professional development through training and other learning activities, including performance management as required.
15. Contribute to the aims and development of the service.

Note This is not a comprehensive list of all tasks which may be required of the postholder. It is illustrative of the general nature and level of responsibility of the work to be undertaken, commensurate with the grade.

Appendix A – Job Description and Person Specification

PERSON SPECIFICATION

Post: Business Support Assistant

Department: Family Wellbeing Teams, Children's Social Care

Grade: D

Personal Attributes Required (considerations)	Essential (E) or Desirable (D)
QUALIFICATIONS/TRAINING	
NVQ Level 2 in Numeracy/Maths and Literacy/English	D
NVQ Level 2 in Business Administration/Customer Service or equivalent qualification or experience	D
EXPERIENCE	
Experience of general clerical/administrative work.	E
Appropriate knowledge of First Aid.	D
Basic awareness of inclusion, especially within a Children Services setting.	D
SKILLS/KNOWLEDGE/APTITUDES	
Communication & Influence	
Conveys messages using a variety of media. Confidence in	E
Communicating with others. Writes in a clear, factual and logical way.	E

Team working Shows an interest in others, taking time and effort to get to know people and a willingness to help others. Does not work in isolation, sharing information and keeping others up to date. Takes time out to listen, explain and provide constructive feedback.	E
Organisational awareness Understands how own job contributes to the organisation. Stays up to date with developments and discusses with colleagues their activities to gain a broad understanding.	E
Adaptability Understands the need for, and the effects of, change and is able to adjust style and way of working, taking others into account. Learns from experience.	E
Use of technology Has knowledge of, and is able to use, a range of technology within own workplace. Has a willingness to remain proficient as the technological needs of the organisation changes.	E
Professional Values and Practice Ability to build and maintain successful relationships with colleagues, treating them consistently, with respect and consideration. Ability to improve your own practice through observations, evaluation and discussion with colleagues.	E
Other Requirement to complete Appointed Persons First Aid at Work training. To work flexibly to meet the needs of the service	E E

Assessment Methods
AF: Application Form
I: Interview

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