

Role Profile

Part A - Grade & Structure Information

Job Family Code	8BF	Role Title	Senior Advisory Officer
Grade	PS8	Reports to (role title)	Contact Centre ASC Supervisor
		Directorate/School	Resources
JE Band	269-313	Service/Department	Customer Services
		Date Role Profile was created	Oct-25

Part B - Job Family Description

The below profile describes the general nature of work performed at this level as set out in the job family. It is not intended to be a detailed list of all duties and responsibilities which may be required. The role will be further defined by annual objectives, which will be developed with the role holder. The Council reserves the right to review and amend the job families on a regular basis.

Role Purpose including key outputs	To enable residents to navigate Adult Social Care Services, and access appropriate support and assessment from Statutory, community and voluntary services, providing information and advice in response to telephone and electronic referrals and requests. To enable residents who require protection from abuse and neglect to be progressed and safeguarded accordingly. To identify individuals who may be in need of statutory support, and to ensure a safe and efficient handover to social care teams to progress a more detailed assessment of need. Responsible for leading and developing a team of Information Officers (ASC) to ensure customers receive a high quality service, and are provided with appropriate information, advice and access to preventative services.
Work Context	Surrey County Council serves a population of 1.2 million The Information and Advice Service for Adults Wellbeing and Health Partnerships is embedded in the Customer Services Contact Centre and can expect to respond to more than 30,000 calls and 35,000 electronic referrals and requests each year. The Senior Advisory Officer will lead a team of Information Officers who will triage and process referrals submitted via Adult Social Care Online, and manage customer contact via Live Web Chat and other accessible contact channels. The Senior Advisory Officers support the Contact Centre Adult Social Care Supervisor and the Contact Centre Operations Manager in the day to day operations of the Contact Centre Adults Social Care Team (ASC Information and Advice Service). They help set and maintain the standard that both internal and external customers experience and ensure that policies and procedures are properly implemented and followed. They will undertake all responsibilities of the Advisory Officer, including managing telephone calls, triaging and processing electronic referrals and request to a high standard, being a role model for providing exceptional service to residents and robustly identifying risk. They will be responsible for recruitment, induction and training of staff and contribute to projects and data collection to enable continuous improvement. They will provide indepth training and mentoring to new and existing staff members, and will manage their team in line with Surrey County Council's People policies. The ASC Information and Advice Service is part of the Surrey County Council Contact Centre based in Dakota, Weybridge.
Line management responsibility if applicable	Will have line management responsibility for a team of Information Officers ASC
Budget responsibility if applicable	Indirect budget responsibility

Representative Accountabilities Typical accountabilities in roles at this level in this job family	Analysis, Reporting & Documentation • Prepare and analyse management information, including financial reports / project plans, recommending actions as appropriate. • Maintain, develop and review business support systems, processes and procedures to secure a quality, cost effective service and continuous improvement. Service Delivery • Deliver a range of specialist services advising and assisting customers in area of expertise, to maximise service quality, efficiency and continuity. • Maintains knowledge of the organisation's current systems, policies and procedures. • Resolve issues/queries independently, recommend alternative solutions if unable to assist, and ensure efficient, day-to-day customer service is delivered. Planning & Organising • Monitor service objectives and standards within own area of work to ensure effective service delivery. • Plan and prioritise own work activities for the months ahead, to ensure operational efficiency. Respond effectively to changing demands, adjusting priorities as needed. Finance/Resource Management • Assist budget/resource management in accordance with the organisation's policies and procedures. • Maintains, develops and reviews financial support systems, processes and procedures. Work with others • Liaise, communicate and build relationships with other internal departments, customers, partner organisations, agencies and/or contractors to support and represent the team/service. • Undertake and coordinate projects and reviews in a defined area of activity to support and enhance service delivery. People Management Either: • Manage staff, allocating and prioritising their work and manage performance to secure efficient service delivery. • Oversee the work of others as the most experienced team member. And/Or: • Operate as an individual maintaining and improving operational efficiency and quality of service of own area. • May be recognised as the main point of contact for a particular specialised process, system or procedure or for a senior member of staff. Duties for all Values: To uphold the values and behaviours of the organisation. Equality & Diversity: To work inclusively, with a diverse range of stakeholders and promote equality of opportunity. Health, Safety & Welfare: To work alongside colleagues in the maintenance of a safe working environment reporting incidents, accidents, repairs and maintenance promptly and taking appropriate action as required. Adherence to safe working under the health and safety policy is required. To have regard to and comply with safeguarding policy and procedure as appropriate.
Education, Knowledge, Skills & Abilities, Experience and Personal Characteristics	• Educated to 'A' level standard, or able to evidence ability at an equivalent level. • Professional business qualification to NVQ Level 4, or able to evidence knowledge and understanding of appropriate business disciplines; willingness to study for a relevant professional qualification if appropriate. • For some roles a relevant degree may be required. • Excellent IT skills. • Excellent written and oral communication skills with the ability to build sound relationships with customers, adapting styles to different situations. • High level administrative/organisational and analytical skills. • Ability to manage a range of projects through to completion. • Effective interpersonal, influencing and negotiation skills. • Practical experience and understanding of business supporting service teams and/or providing support to the public (where appropriate). • Experience of leading a team (where appropriate).
Details of the specific qualifications and/or experience if required for the role in line with the above description	• Experience in a complex and pressurised customer contact environment • Working knowledge of the legal context of current social care and mental health legislation for adults • Working knowledge of voluntary and community based services • Extensive experience of managing customer service teams, including coaching and performance monitoring • Ability to respond quickly and effectively to changing priorities and different situations • Ability to travel across Surrey to attend appropriate training, supervision, or meetings. • Ability and willingness to work flexibly in order to provide a service, which will extend between 9.00am and 5.00pm. • The post will be subject to clearance by the Criminal Records Bureau -DBS Basic Check (to be applied for if appointed).
Role Summary	Roles at this level may manage a straightforward operational activity or small team, provide specialist support services or they may be in the second year of a professional career development role. They have in-depth knowledge of methods, systems and procedures and possess practical understanding in one or more disciplines, for example finance, HR, communications, facilities, procurement. They are often process 'experts' seeking to deliver maximum efficiency within a defined process. A thorough knowledge of their own area or discipline is required although overall supervision from a more experienced professional is in place. They work collaboratively with customers, staff, partner organisations, agencies and/or contractors and play a major role in maintaining quality standards and/or engaging in project management.

