

# Job pack

## Head of Advice Services



## This pack contains the following sections:

- About the employer: Age UK Hillingdon, Harrow and Brent
- How to apply
- Role description and Person Specification

Age UK Hillingdon, Harrow and Brent is the leading provider of services for older people across the three west London boroughs. We are an independent local charity and are affiliated through a brand partner agreement to Age UK.

Age UK HHB provides support and services to around 15,000 older people per annum under the following broad categories:

### Information and Advice

A core service across our three boroughs and an entry point for older people into receiving support. We provide quality assured (AQS) advice on a range of issues such as benefits (including support with form filling), housing, blue badge applications, taxi-card and dial-a-ride applications, council tax relief, will writing etc. We support older people to access over £1 million of unclaimed benefits each year.

### Community Support

We facilitate a wide range of social activities and other well-being support.

### Hospital Services

We provide services at Hillingdon Hospital & Northwick Park Hospital supporting older people both at A&E and on discharge, helping to reduce the need for unnecessary admission or readmission. We also provide a physio led Falls prevention programme which provides individually tailored support for older people at risk of falling in their own home. In partnership with Age UK Buckinghamshire we provide discharge support for older residents from Wexham Park and Stoke Mandeville hospitals.

### Paid for Services

We run a successful domiciliary support service – our staff can support older people to go shopping, attend hairdresser/GP appointments etc or carry out domestic tasks at home. We also provide a Homeshare scheme where older people who have a spare room and would like some companionship and support are paired up with younger people in search of affordable lodgings. We also provide a Trusted Trader service that vets local traders with a view to making it more difficult for rogue traders to take advantage of older people.

### Partnerships

Age UK HHB is a founder member of 3ST and leads on a number of partnerships working with other charities to provide services across NW London.

## How to apply

For more detailed information on how to make the most of your application, please see the **Application Guidance Notes** on our website [Working for Us \(ageuk.org.uk\)](https://ageuk.org.uk)

Candidates are advised to structure their essential information in the application form in line with the points in the person specification, and to provide clear examples of their experience that demonstrate their skills and knowledge. Please note we do accept CV's but it will need to be accompanied by Age UK HHB Application Form.

Candidates are warmly invited to arrange an informal discussion with the recruiting manager, before submitting their application, which can be arranged by contacting [hr@ageukhbb.org.uk](mailto:hr@ageukhbb.org.uk)

## What we offer

- Flexible Working
- Hybrid Working
- Compressed hours available
- Job share considered/ Part time hours considered
- Training and development
- 5% pension contribution
- Health plan with employee assistance and 24 hour support
- 26 days annual leave (plus bank holidays) rising to 30 days
- London Living Wage employer

**Closing date for applications: 19<sup>th</sup> October 2026**

## The Role: Head of Advice Services

**Salary:** £42,000 pa

**Hours:** 35 hours per week

**Responsible to:** Director of Services

**Responsible for:** All staff and volunteers within the Information & Advice service

**Employed by:** Age UK Hillingdon, Harrow and Brent

**Based at:** Townfield Community Centre, Townfield Square, Townfield Road, Hayes, UB3 2EL with occasional attendance at other offices

We offer a hybrid and flexible working policy on successful completion of induction

### Role Purpose

**Main purpose of the job:**

To provide strategic and operational leadership across the organisation's Information & Advice services, ensuring the delivery of high-quality, accessible and impactful support for 18+ residents across Hillingdon, Harrow and Brent.

The postholder will lead service development, quality assurance, staff management, performance monitoring and partnership engagement whilst ensuring compliance with quality standards, contractual requirements and organisational objectives.

### Main duties and responsibilities (role profile)

**Strategic Leadership & Service Development**

- Lead the strategic planning, development and growth of HHB services, including the HAP service and Information & Advice provision
- Work closely with the Director of Services to develop and implement service priorities and future direction
- Provide strategic oversight of service performance, risks, opportunities and operational priorities
- Identify opportunities to expand outreach provision, new projects and commissioned services
- Lead service reviews and improvement programmes, ensuring learning is translated into meaningful service enhancements

- Drive innovation and continuous improvement across all HHB services
- Support organisational change management initiatives
- Ensure services respond effectively to changing legislation, policy developments and local need

## **Operational Management**

- Manage the day-to-day delivery of all HHB services
- Ensure services are adequately staffed, effectively organised and operate to agreed service standards
- Monitor workload distribution, service capacity and resource allocation
- Ensure client needs are assessed appropriately and that referral pathways operate effectively
- Oversee service delivery across multiple locations and outreach settings
- Ensure service users receive timely, accurate and client-centred support

## **Quality Assurance & Technical Leadership**

- Develop and maintain a culture of excellence and continuous improvement
- Undertake regular case file reviews and quality audits
- Monitor advice quality against internal standards, quality marks and contractual requirements
- Ensure accurate and timely client recording on case management systems
- Lead preparation for quality mark assessments and audits
- Identify trends, learning opportunities and development needs arising from quality reviews
- Provide technical guidance and professional leadership in:
  - Welfare Benefits
  - Housing
  - Older People's Entitlements
  - Debt and Financial Wellbeing
  - Related Social Welfare Law
- Ensure staff remain informed of legislative, policy and procedural developments.
- Support staff with complex cases and case escalation where required

## **People Leadership**

- Provide leadership, supervision and performance management to all HHB staff
- Directly line manage designated team leaders, supervisors and project leads
- Ensure effective recruitment, induction, retention and development of staff and volunteers
- Conduct regular supervision meetings and annual appraisals
- Identify training and workforce development needs
- Promote staff wellbeing, engagement and professional development
- Manage performance, conduct, capability and grievance matters in accordance with policy
- Foster a collaborative and supportive team culture

## **Partnership & Stakeholder Engagement**

- Build and maintain strong strategic relationships with commissioners, funders and external partners
- Work closely with senior members of project partnerships, developing professional relationships
- Represent the organisation at partnership meetings, commissioner reviews and local forums
- Strengthen collaborative working with statutory, voluntary and community sector partners
- Develop referral networks and partnership opportunities that improve outcomes for residents
- Promote HHB services across the community and increase service visibility
- Contribute to organisational influencing, advocacy and system leadership activity
- Work collaboratively with Age UK partners and national networks

## **Performance, Reporting & Contract Management**

- Monitor service performance against contractual obligations, KPIs and organisational objectives
- Produce reports for the Director of Services, Leadership Team, Board and commissioners
- Analyse outcomes, trends and service impact data
- Ensure robust systems for performance monitoring and evaluation
- Support funding applications and contract bids through the provision of service information and impact evidence
- Lead commissioner reporting processes and service review meetings

## **Financial Management**

- Manage allocated service budgets effectively and responsibly
- Monitor expenditure and identify efficiencies
- Support income generation opportunities and sustainable service development
- Ensure services operate within agreed financial frameworks

## **Equality, Safeguarding & Governance**

- Ensure services are accessible, inclusive and responsive to diverse communities
- Promote equal access for all residents, including people from Black, Asian and Minority Ethnic communities and other underrepresented groups
- Ensure compliance with safeguarding, GDPR, health and safety and organisational policies
- Maintain awareness of regulatory and governance requirements affecting service delivery

## Deputising

- Act on behalf of the Director of Services in relation to HHB services when required
- Represent the organisation internally and externally as delegated

## General

- Represent Age UK HHB on appropriate external committees, networks and other bodies, with other voluntary, statutory and private sector agencies
- To maintain own professional expertise, including attending training as necessary and be subject to supervision and an annual appraisal
- To attend staff meetings, away days and other similar staff events
- All staff are expected to undertake their own computer work, both in the production of correspondence and documents, date recording, e-mailing and internet research
- It is the nature of the work that tasks and responsibilities are in many circumstances unpredictable and varied. All employees are expected to work in a flexible way, as required by Age UK HHB. Some meetings and other events may be held out of normal office hours and could involve travel away from the local area
- To work with Age UK HHB policies on Safeguarding, Equality & Diversity, Health & Safety and Confidentiality
- The post holder will be expected to adhere to all Age UK HHB's policies and procedures in all aspects of their work
- The above items outline the main duties and responsibilities of the post and are designed to give an accurate flavour of the nature and scope of this post. However, they do not represent an inclusive list of all the duties required

**Age UK HHB is committed to safeguarding and promoting the welfare of all older people and children within the London Boroughs of Hillingdon, Harrow & Brent**

## Person Specification

### Education & Training

| Essential Criteria                                                                   | Desirable Criteria                                                                           |
|--------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| Relevant experience in the Information & Advice field, especially Quality Frameworks | Holding or willing to work towards the Certificate in Information, Advice & Guidance Level 3 |
| Training relevant to the role                                                        |                                                                                              |

### Experience

| Essential Criteria                                                                                               | Desirable Criteria                                                                                                 |
|------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|
| Significant experience managing advice, information or welfare support service                                   | Successful delivery and development of information and advice services in either the voluntary or statutory sector |
| Extensive experience delivering or overseeing welfare benefits, housing, older people's advice and debt services |                                                                                                                    |
| Experience of managing staff, volunteers and multidisciplinary teams.                                            |                                                                                                                    |
| Experience of quality assurance, file reviews and quality standards compliance                                   |                                                                                                                    |
| Experience of partnership development and stakeholder engagement                                                 |                                                                                                                    |
| Experience of monitoring performance, outcomes and service impact                                                |                                                                                                                    |
| Experience using client management and case recording systems                                                    |                                                                                                                    |
| Experience of managing budgets and resources                                                                     |                                                                                                                    |

### Knowledge and Skills

| Essential Criteria                                                                                                        | Desirable Criteria                                                                          |
|---------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| Comprehensive knowledge of welfare benefits                                                                               | Awareness of issues relating to health and wellbeing in older people                        |
| Strong understanding of housing issues affecting vulnerable people                                                        | Experience of working with the public within an Information & Advice or similar environment |
| Good organisational skills including information, resources and time management, ability to prioritise and meet deadlines |                                                                                             |

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|----------------------------------------------------------------------------------------------------------|--|
| Awareness of the importance of guidance and supervision. Strong people management and coaching abilities |  |
| Knowledge of debt and financial wellbeing support                                                        |  |
| Knowledge of information and advice quality standards                                                    |  |
| Sound IT skills in order to use MS Office and databases. Effective IT and data analysis skill            |  |
| Strategic leadership and planning skills                                                                 |  |
| Ability to analyse performance information and make evidence-based decision                              |  |
| Able to handle sensitive and confidential issues with discretion, empathy and understanding              |  |
| Strong stakeholder relationship management                                                               |  |
| Excellent communication and influencing skills                                                           |  |

| Personal Attributes                                                                                                       |                                                                 |
|---------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|
| Essential Criteria                                                                                                        | Desirable Criteria                                              |
| Commitment to high-quality, client-centred services                                                                       | Passion for improving outcomes for people and local communities |
| Proactive and solution-focused approach<br>Strong professional integrity and accountability                               |                                                                 |
| Collaborative leadership style                                                                                            |                                                                 |
| Passionate about, and committed to, the aims of Age UK Hillingdon, Harrow and Brent                                       |                                                                 |
| A commitment to equality of opportunity and implementation of this in your work                                           |                                                                 |
| Demonstrates a commitment to equality, diversity and inclusion, ensuring fair and respectful treatment of all individuals |                                                                 |