

Services

Benefits Team Manager - National Advice Line

The job, in a nutshell

As the Benefits Team Manager, you'll be looking after the day-to-day management of the Benefits team, ensuring they are best placed to provide a high-quality service to the older people we support across the UK.

Operating alongside the National Advice Line, the National Benefits Service supports older people through a dedicated team of Team Leaders and Benefits Advisers, who provide benefits advice, checks to identify benefit entitlements and form filling support for clients. Last year alone the service identified over £35m in unclaimed benefits for older people.

You'll work closely with the Advice Line's National Manager to ensure the service complements the Advice Line, and the Age UK network, by providing a focal point for benefits related enquiries.

You will also focus on maximising the impact of the service, so it meets the needs of clients both now and in the future, by developing and implementing changes with the aim to grow, evolve and improve the service, ensuring we are working in an effective and efficient way that meets the needs of older people.

www.ageuk.org.uk

Age UK, 7th Floor, One America Square, 17 Crosswall, London EC3N 2LB.
Registered charity number 1128267. Company number 6825798.

Our values



Collaborative



Ambitious



Impactful



Inclusive

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What you'll do for us:

Responsible for all aspects of the service, you will:

- Provide leadership for Age UK's National Benefits Service, ensuring the service is high quality, safe, and meets the diverse needs of older people.
- Develop and implement a performance management framework with appropriate targets and KPIs for high-volume, high-quality services.
- In conjunction with the Service Managers and Team Leaders, develop and implement agreed procedures, coordinate and update teams on new changes/ initiatives, and develop the necessary day-to-day processes to support services.
- Line and team management including overall responsibility for recruitment and induction; learning and development; planning work programmes; managing any attendance and disciplinary issues; support and regular supervision; call quality and compliance; and effective performance management.
- Develop and maintain robust frameworks and governance processes to ensure accurate, consistent, and timely data capture that enables reporting – including across our funded programmes — and supports data-driven decision-making, regulatory compliance, and performance monitoring.
- Produce and analyse complex reports, distil key information, and present effectively verbally or in writing to other stakeholders, colleagues, and external audiences.
- Deliver a high-quality service that meets our internal (Charity Quality Standard, Quality of Information & Signposting, and Quality of Advice) and external quality assurance frameworks (Advice Quality Standard), supporting on reaccreditation activities for the Benefits service.
- Support the Advice Line's planning processes for budgets, operations, delivery objectives & strategy and implement plans once agreed.
- Support the development of new initiatives, activities, pilots, and services at a national and local level – including working with partner

Location

Hybrid/Ashburton or
Hybrid/ Blackpool

People management

Yes

Division Services

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Employer**



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organisations – that help tackle poverty and reduce inequalities for older people in the UK.

- Work with the Benefits Technical Advice Support Officer to ensure that the specialist advice the team provides continues to be up-to-date and relevant and that we offer support on the topics of most benefit to older people.
- Ensure that we can demonstrate the quality effectiveness and impact of the service, working with a consistent approach and evaluation framework for benefits support.
- Work closely with fundraising and cross divisional teams to support the ongoing management and engagement with funders and maximise opportunities to support the development of funding proposals, as well as overseeing the resulting management, governance and reporting on funded activity.
- Explore, and look out for, potential volunteering opportunities within the service that could enhance delivery and provide a positive and engaging volunteer experience.

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Must haves

The letters after each competency indicates at what stage in the selection process this area will be assessed.

Application = A, Interview = I, Test = T, Presentation = P

Experience

- A successful track record of managing staff to deliver high performance, within teams achieving demanding KPIs and quality requirements. **(I)**
- Experience of managing or supporting a frontline customer facing service to older or vulnerable people. **(A, I)**
- A proven track record of motivational leadership, creating a positive team culture, and providing opportunities for colleagues personal and professional development (both immediate line reports and throughout wider teams). **(A, I)**
- Experience of working collaboratively in a fast paced, complex environment – building networks with a diverse range of people at different levels of seniority across divisions. **(A, I)**
- Strong people management skills, including performance management and professional development. **(A, I)**

Skills and knowledge

- Significant understanding, knowledge and experience of the Welfare Benefits system and information and advice services. **(A, I, T)**
- Knowledge and understanding of safeguarding, and the delivery of safe services at scale. **(I)**
- Knowledge and experience of measuring, reporting and evaluating impact. **(A, I)**
- Logical thinker, numerate and comfortable in dealing with financial information. **(A, I)**
- Excellent oral and written communication skills with a flair for adapting tone and message for different audiences. **(A, I)**
- Excellent IT skills and knowledge including Microsoft Office. **(T)**

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Personal attributes

- Excellent interpersonal, negotiating and influencing skills. **(I)**
- Enthusiastic and motivational leadership. **(I)**
- Attention to detail. **(I, T)**
- Works well with others. **(I)**

Great to have

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Experience

- Experience of leading and managing complex programmes of work **(A, I)**
- Experience of working with partner organisations for external delivery **(A, I)**
- Experience of working in charities and/or a federated structure **(A, I)**
- Experience of working with funders and corporate partners **(A, I)**

Skills and knowledge

- Technical expertise in delivery of advice **(A, I)**

Personal attributes

- Innovation **(A, I)**

Any other details

Our Advice Line is currently delivered from two offices in Blackpool and Devon, with hybrid working arrangements where colleagues split time between office and home working. This role can be based in either of these locations and will require regular travel with overnight stays to work and attend meetings across all our office locations. There is a requirement to work from the office once per quarter for

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team building and there may be a need to attend more often to accommodate visitors to the Advice Line.

This role description is not intended to be exhaustive in every respect, but rather to clearly define the fundamental purpose, responsibilities and dimensions for the role.

In addition to the contents of this role description, employees are expected to undertake any and all other reasonable and related tasks allocated by line management.

Age UK acknowledges that some groups are less likely to apply for roles and we welcome applications from anyone who feels they have the skills, time and energy to commit to us.

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