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**Job Description**

**Job Title:** Advice and Information Coordinator

**Responsible to:** Head of Consultancy and Services

**Staff Reporting:** Supervise freelance Advice Officers

**Department:** Carer Services

**Contract:** Permanent – Full Time

**Salary:** £32,682 inclusive of Inner London Weighting Allowance, if applicable

**Location:** 20 Great Dover Street, London, SE1 4LX – hybrid working

**Updated:** July 2025

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**Department**

The Carer Services directorate is responsible for providing support services for carers. These include our helpline and online advice services, information resources and digital content, peer support, membership and volunteering.

Carers UK provides telephone, email and online support to carers through a national helpline service and a team of advisers and via nation offices in Cardiff, Glasgow and Belfast.

**Aims of the role**

* Oversee the helpline service on a day-to-day basis, managing all aspects of operational delivery.
* Co-ordinate a team of advisers, ensuring the information, advice and support provided to carers by telephone or e-mail is accurate, clear and timely.
* Input to the organisation of our web-based information for carers, with particular regard to customer journey and user experience.
* Organise an engaging and accessible programme of online information and guidance Share and Learn and Care for a Cuppa sessions for carers.
* Provide information and advice to carers who contact us for help.
* Pro
* vide expert information
* and guidance to staff in
* Policy,
* Campaigns and Partnerships (as needed)
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**Main Duties**

1. Oversee the performance of the third-party helpline provider to ensure service quality and contractual standards are met.
2. Manage the Advice & Information inbox, triage inbound enquiries and ensure the information, advice and support provided to carers by email is accurate, clear and timely.
3. Coordinate and supervise a team of Advice Officers.
4. On occasion personally provide information and support to carers who contact us for help, primarily by email.
5. Act as one of the safeguarding leads by monitoring and responding to safeguarding concerns raised through carer messages or interactions, ensuring that issues are identified, recorded, and escalated in line with safeguarding procedures.
6. Ensure the accurate collection, collation and interpretation of data on helpline activities.
7. Analyse data on helpline activities, update performance monitoring tools, and provide relevant information for contract management.
8. Provide data as required to internal teams to support income generation and policy and campaigns.
9. Interpret the data and use own insights from providing information, advice and support to resolve any issues, identify trends and improve services.
10. Organise an engaging and accessible programme of online information and guidance Share and Learn sessions for carers, including the booking of guest speakers/facilitators.
11. Host/facilitate Care for a Cuppa and information and guidance Share and Learn sessions.
12. Share information and guidance with our online forum community on Carers Connect, and develop links between Carers Connect, the Helpline and the Carers UK website.
13. Ensure that our helpline service and Share & Learn and Care for a Cuppa sessions for carers operate in accordance with Data Protection and Confidentiality, and that Safeguarding policies and procedures are in place and adhered to.
14. Support Carers UK staff who are regularly in touch with carers by telephone and email, including in our nation offices, to ensure information, advice and support queries are handled appropriately.
15. Input to the organisation and development of website content and other information resources for carers and professionals.

**General**

1. Promote equality and diversity and work at all times in accordance with Carers UK’s values, policies and procedures.
2. Promote the work of Carers UK and act in a manner which will enhance our reputation.
3. Keep up to date with policy and practice in relation to social welfare and adult social care for carers, and developments in helpline service delivery.
4. Comply with data protection regulations, ensuring that information on clients, members, supporters, employees and volunteers remains confidential.
5. Attend staff meetings and Carers UK staff conferences and events as directed.
6. Reasonably undertake any other duties appropriate to the post as directed by the Head of Consultancy and Services.

**Our Values**

**Carers are at the heart of everything we do**

* **Attentive**
* we welcome everyone and are always supportive and ready to help
* we listen carefully and respond with expertise and understanding.
* **Ambitious**
* we’re courageous and innovative, aiming high and seeking out new ideas and opportunities that take us forward
* we are always learning and improving, pushing boundaries to increase our impact.
* **Achievers**
* we are passionate about what we do and tenacious in our pursuit of change
* we adapt to new challenges and are always striving for excellence
* we love to collaborate and enjoy working with others to reach our goals.

**Review**

This job description gives an outline of the main duties of the post. It does not form part of the contract of employment and may be changed from time to time in consultation with the post holder.

**Diversity and inclusion**

Carers UK is committed to becoming a diverse and truly inclusive organisation. We strive to create a workplace where our colleagues and volunteers can truly be themselves and feel like they belong and constantly seek to ensure all voices are heard.

To embrace this culture of diversity, our employee and volunteer recruitment should reflect our stakeholders and the society that we serve and support, regardless of age, race, gender, sexual orientation, physical abilities, disabilities or religious practices. We value individual diversity and are actively building diverse teams here at Carers UK and value our colleagues from a wide range of backgrounds.

As a membership charity for carers, we particularly seek employees and volunteers with a real understanding of the issues faced by carers. Reasonable adjustments can be made to the process and role dependent on the needs of the applicant.

**Person Specification**

**Job Title:** Advice and Information Coordinator.

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| **Experience and knowledge**  Direct experience and knowledge of providing information and advice to service users by phone, email and web services.  Some experience of working in a coordination or management role for a helpline.  Experience of managing suppliers, ensuring they meet their contractual requirements and provide a quality service.  Experience of analysing service data to gain useful insights, monitor performance and identify trends.  An understanding of GDPR and how to ensure confidentiality and data protection in relation to a frontline service.    Knowledge of social welfare and adult social care.  Knowledge of safeguarding practices and procedures.  Knowledge and understanding of the issues and needs facing carers and their families.  Experience of managing and evaluating customer experience.  **Skills and abilities**  Ability to explain complex matters over the telephone, in person and in writing, with an attention to detail.  Excellent planning and organisational skills, ability to prioritise own workload, work under pressure and complete to deadlines while maintaining service delivery.  Proven ability to ensure service targets and KPIs are achieved.  Positive, proactive approach with the ability to identify gaps and opportunities and ways of meeting them and resolving issues.  Ability to analyse data and identify trends and make recommendations based on findings.  Excellent IT skills – including proficiency in excel and Customer Relationship Management (CRM) databases.  Excellent team working skills and an ability to work in close co-operation with other members of Carers UK staff. | x  x  x  x  x  x  x  x  x  x  x  x  x | x  x  x |

E = Essential D= Desirable

**Terms of Appointment**

**Salary**: £32,682 inclusive of Inner London Weighting Allowance

**Contract:** Permanent – Full time

**Location:** 20, Great Dover Street, London SE1 4LX (hybrid working)

**Hours:** 35 hours a week

**Benefits**

We understand what you need from us as an organisation and recognising that, offer you a rewarding role in a truly flexible and supportive working environment with many attractive benefits. We’ve developed inclusive policies, flexible working arrangements with your wellbeing at the heart of Carers UK.

* A work life balance commitment with flexible working arrangements available in a truly flexible working culture
* Hybrid working – vary your working location and hours to achieve your best performance and work life balance
* 25 days holiday (plus bank holidays) rising to 28 days with long service
* An additional 3 days paid leave over Christmas and New Year when the office is closed
* Up to 10 days (pro rata) paid carers leave which can be taken in hours as well as full or half days
* Free 24 hour unlimited and confidential advice, information and support line including access to structured counselling, plus free, unlimited and confidential 24/7 access to a doctor line via a Health Cash Plan
* Cash back to set limits via a free Health Cash Plan for dental, optical and therapy treatments, plus kids cover
* Retail, restaurant and gym discounts available via a free Health Cash Plan
* Recognition scheme including a value’s winner of the month
* 6% employer contribution to stakeholder pension scheme
* Four employee Equality, Diversity and Networking Groups championed by our Senior Management Team
* A commitment to employee wellbeing including Wellbeing Wednesdays and access to the Wisdom wellbeing app and MyStrength wellbeing app
* Family friendly inclusive policies
* Paid special leave available
* Organisational sick pay scheme
* Full access to the Digital Resource for Carers
* Loans for bikes when you have been with us for 6 months
* Free life insurance cover 2 times your annual salary
* Central London location with excellent transport links, beautiful views of London and close to Borough Market
* Socials such as weekly quizzes and ad hoc events
* A commitment to staff learning and development including access to a learning management system
* Induction and buddy scheme

* Two paid volunteer days per year
* Free annual flu vaccinations to those who wish to use it

We are proud to be an Employer for Carers and Carer Positive member and a Living Wage Employer. We have signed the ‘Happy to Talk Flexible Working’ initiative and are committed to building the best possible environment to help carers in the workforce. Carers UK have signed the Menopause Workplace Pledge and have achieved the Disability Confident Employer.

As a responsible organisation, we have taken a proactive approach to managing our impact by conducting an external eco-audit of the organisation. We already have an environmental and energy policy and together with the audit recommendations which we will be working to implement we will continue to work to manage our impact. We expect all employees to help us achieve our aim of being an environmentally responsible charity.

**How to Apply**

For an application pack please visit

<https://www.carersuk.org/about-us/working-for-carers-uk>

The closing date for applications is Sunday 17 August at 12:00am

Please also ensure you have also completed and submitted the diversity monitoring form provided on this site. The information on the form will be treated as confidential and used for statistical purposes only. These forms will not be treated as part of your application.

CV, personal statement and completed monitoring form should be emailed to [**recruitment@carersuk.org**](mailto:recruitment@carersuk.org)**.** Please send in your application as soon as possible.

Carers UK reserves the right to appoint at any stage, should an outstanding candidate emerge.

Carers UK anonymises all applications prior to shortlisting.

Carers UK are actively interviewing as we receive applications.

Carers UK may carry out online and social media checks before a formal offer is made.