

# Job Description



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| <b>Job Title:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Service Area:</b>      |                           |
| Customer Service Advisor                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Customer Services         |                           |
| <b>Directorate:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Post Number:</b>       | <b>Evaluation Number:</b> |
| Resident Experience                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                           | JE7744                    |
| <b>Grade:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Date last updated:</b> |                           |
| Sc6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | January 2026              |                           |
| <p><b>People at the heart of everything we do</b><br/>We are committed to putting people – Newham residents and Council staff – at the heart of all we do. Our approach is a collaborative joint enterprise between residents, the Mayor, Members, Council staff and the Corporate Management Team.</p> <p><b>Equality and diversity</b><br/>We are committed to and champion equality and diversity in all aspects of employment with the London Borough of Newham. All employees are expected to understand and promote our Equality and Diversity policy in the course of their work.</p> <p><b>Protecting our staff and services</b><br/>Adherence to health and safety requirements and proper risk management is required from all employees in so far as is relevant to their role. All employees are expected to understand and promote good health and safety practices and manage risks appropriately.</p> <p><b>Corporate parent</b><br/>We believe that every member of staff working for Newham Council should understand and fulfil our corporate parenting responsibilities for our looked after children that we have under the Children and Social Work Act 2017.</p> |                           |                           |

## Overall Purpose of Job

To support the Council's vision and build a fairer Newham by providing a wide range of best in class front line services within Resident Experience.

The provision of an efficient and effective front line service based on customer and service needs across a number of council related service areas.

To support the ethos of 'right first time' within customer services.

To support the overall delivery of excellent customer care by working in conjunction with the customer services team to provide high quality service during operational hours.

### **Job Summary**

1. The post holder reports to the Customer Services Team Manager.
2. The post holder will be expected to work across all service points within Customer Services and deliver services through a variety of channels including telephony, face to face and online.
3. The post holder will work flexibly and work as an effective team member.
4. The post holder will be required to work some evenings, weekends and occasional public holidays in order to meet service requirements and in order to ensure appropriate representation of the Council with residents, the Mayor and elected members, and external bodies.
5. The post holder may be required to wear a uniform and must adhere to an agreed dress code.

### **Key Tasks and Accountabilities:**

*Key tasks and accountabilities are intended to be a guide to the range and level of work expected of the post holder. This is not an exhaustive list of all tasks that may fall to the post holder and employees will be expected to carry out such other reasonable duties which may be required from time to time.*

### **To undertake all responsibilities listed below:**

1. To contribute towards the implementation of a working culture that is result-orientated, customer-focused and an ethos of 'right first time' service delivery.
2. To support the HEART values by promoting the council's online services at every opportunity.
3. To undertake all duties with minimal supervision.
4. To be responsible for continuous personal development by requesting and attending training when necessary.
5. To liaise with the staff of all departments, external organisations or customer representative and attend meetings.
6. To demonstrate a strong commitment to the promotion of equal opportunities.

## **Service Provision and Development**

1. To provide an efficient and effective front line service dealing with a variety of service requests and providing information and guidance relating to a variety of council services delivered within Customer Services.
2. To maintain a high-level understanding of end-to-end customer interactions and to ensure appropriate levels of understanding throughout the designated service.
3. To handle difficult or sensitive enquiries effectively using the appropriate body language, listening skills and rapport building.
4. To understand what matters to customers, and to ensure appropriate levels of understanding throughout the staff delivering services.
5. To work as part of the customer services team to drive an innovative and demand-driven approach to service development, and to ensure that the Service is responsive to public/client needs and achieves efficiency in operation.
6. To take card payments to pay for a council service when required following the correct security protocols. .
7. To demonstrate alignment with the Council's vision, aims and values.
8. To use effective communications, liaison and working relationships across the locality team.
9. To use all available information technology applications and other systems to provide information, advice and support for customers.

## **Administration, Finance and Performance**

1. To uphold all of the Council's policies and procedures.
2. To adhere to all appropriate standards, procedures and quality management systems and participate in promoting innovative methods for improving service quality.
3. To operate within the agreed planning and performance review systems to deliver professional front office service which is relevant, high quality protects customer confidentiality.

## **Health & Safety & Council Policy**

1. To comply with the Council's policies on Health & Safety.

2. To keep the Customer Services division tidy, safe, secure and ensure that all health and safety requirements are met.
3. To uphold and ensure compliance with the Council's policies and procedures across the service, including customer complaints and Information Governance (including the UK GDPR, the Data Protection Act, the Freedom of Information Act and related security and confidentiality policies and procedures) and to meet the Council's statutory responsibilities.
4. To carry out appropriate duties, as required, at any office location within the borough.
5. To carry out other duties within the competence of the post holder as may be reasonably required from time to time.

# Personal Specification



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|------------------------------------------------|-------------------------------------------|-------------------------------------|
| <b>Job Title:</b><br>Customer Services Advisor | <b>Service Area:</b><br>Customer Service  |                                     |
| <b>Directorate:</b><br>Resident Experience     | <b>Post Number:</b>                       | <b>Evaluation Number:</b><br>JE7744 |
| <b>Grade:</b><br>Sc6                           | <b>Date last updated:</b><br>January 2026 |                                     |

## IMPORTANT INFORMATION FOR APPLICANTS

The criteria listed in this Person Specification are all essential to the job. Where the Method of Assessment is stated to be the Application Form, your application needs to demonstrate clearly and concisely how you meet each of the criteria, even if other methods of assessment are also shown. If you do not address these criteria fully, or if we do not consider that you meet them, you will not be shortlisted. Please give specific examples wherever possible

## EQUALITY AND DIVERSITY

We are committed to and champion equality and diversity in all aspects of employment with the London Borough of Newham. All employees are expected to understand and promote our Equality and Diversity Policy in the course of their work.

## PROTECTING OUR STAFF AND SERVICES

Adherence to Health and Safety requirements and proper risk management is required from all employees in so far as is relevant to their role. All employees are expected to understand and promote good Health and Safety practices and manage risks appropriately.

| CRITERIA                                                                                                                                                               | METHOD OF ASSESSMENT       |
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| <b>KNOWLEDGE:</b><br><br>A clear understanding of the Council's Vision of building a fairer Newham and HEART values and how customer services support both strategies. | Application Form/Interview |

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| Clear understanding of the operational service provided within Customer Services                                                                                                                                                                                                                                                                                                                                                                                                                                          | Application Form/Interview                                                                                                                                                                                |
| <b>EXPERIENCE:</b><br><br>Experience of taking card payments and following payment procedures.<br><br>Experience of working within a customer-focused front-line service, in the public, private or voluntary sector.<br><br>Experience of operating, updating and retrieving data from IT systems.                                                                                                                                                                                                                       | Application Form/Interview/Test<br><br>Application Form/Interview<br><br>Application Form/Interview                                                                                                       |
| <b>SKILLS AND ABILITIES:</b><br><br>Ability to deliver high quality, customer focussed, value for money services.<br><br>Good communication skills (orally and in writing) for a broad range of audiences.<br><br>Typing ability of at least 30 wpm with a high level of accuracy.<br><br>Ability to deliver excellent customer contact standards.<br><br>Sound problem-solving skills, and ability to quickly evaluate situations and initiate appropriate actions.<br><br>The ability to work with minimal supervision. | Application Form/Interview/Test<br><br>Application Form/Interview<br><br>Application Form/Test<br><br>Application Form/Interview<br><br>Application Form/Interview/Test<br><br>Application Form/Interview |
| <b>PERSONAL STYLE AND BEHAVIOUR:</b><br><br>The ability to work as part of a team and create a productive and harmonious working environment.<br><br>Ability to provide input and ideas for ways of improving service delivery.                                                                                                                                                                                                                                                                                           | Application Form/Interview/Test<br><br>Application Form/Interview/Test                                                                                                                                    |

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| <p>Ability to work in a highly flexible way.</p> <p>Ability to take initiative within given parameters to deliver required results.</p> <p>Ability to respond quickly and effectively to shifting service needs.</p> <p>A demonstrable understanding of equal opportunities issues and commitment to achieving equality and opportunity in service delivery.</p> <p>A demonstrable understanding of providing high quality, inclusive services across a range of service areas, and a willingness and ability to, following training, work in a variety of service areas within the Customer Services division.</p> | <p>Application Form/Interview/Test</p> <p>Application Form/Interview/Test</p> <p>Application Form/Interview</p> <p>Application Form/Interview</p> <p>Application Form/Interview</p> |
| <p><b>OTHER SPECIAL REQUIREMENTS:</b></p> <p>Willingness and work evenings, weekends and Bank Holidays when required to do so to maintain service delivery.</p> <p><b>A Disclosure and Barring Service (DBS) check may be required based on duties.</b></p>                                                                                                                                                                                                                                                                                                                                                         | <p>Application Form/Interview</p> <p>If required</p>                                                                                                                                |