**Job Description**

**Information and Advice Officer**

**Service/Team** \_ Information and Advice Officer

**Reports to** \_ Quality Assurance Team Manager

**Responsible for** \_ NA

**Number of posts** \_1

**Post number** \_ 109051

**Career Grade** \_

**My job improves the quality of life for the people of Bournemouth Christchurch and Poole by** working collaboratively across adult social care to include all stakeholders in service development and provide clear information and advice, ensuring positive outcomes and improvements in the health and wellbeing for residents who use our services

**Job Overview**

* To manage, review and further develop BCP’s Adult Social Care Information & Advice offer (online and written), ensuring that legislative requirements of the Care Act and the information and advice requirements of BCP residents are met.
* To make recommendations on how the Adult Social Care Information & Advice offer can be improved, supporting a Strengths Based Approach.
* Ensures that all information and advice provided is well organised, accurate and up to date
* To lead the administration and maintenance of Adult Social Care online information and advice and related online service directory, working with colleagues and external partners to ensure a robust service is offered
* Use principles of co-production to effectively involve stakeholders (including those who draw on our services, carers, private, public and voluntary sector partner organisations) to support joint approaches to delivering good quality information and advice
* Provide information and advice that promotes self-service and enables people to find solutions themselves and within the community, as well as adult social care
* Establish and maintain links with professional partners within NHS and local Voluntary Community and Social Enterprise (VCSE) groups to foster partnership working and promote engagement opportunities, ensuring relevant information and advice is shared with residents of BCP who may benefit.

**Key Responsibilities**

* Work with the BCP web design team to develop functionality and enhancements of online adult social care information and advice and directory pages, ensuring that the provision is up to date and comparative to other online offers within the market.
* Understand and analyse digital intelligence, traffic and customer information, highlighting any themes. Report these themes and make recommendations to managers, to improve adult social care’s online information offering.
* To closely link with relevant directorates within the council, and use knowledge of ASC partners such as health partners and other professional and voluntary stakeholders who provide information services, to avoid duplication and improve joined up information services.
* Lead on reviewing online information pages and directory entries to ensure that the information is up to date and relevant to current practice and any legislative requirements. Where other officers are involved in the reviews, delegate actions and coach the team ensuring the work is done efficiently and that the information is as up to date as it can be at all times.
* Proactively seek feedback from all stakeholders around information and advice services using a variety of methods, to ensure the offer is of best value and meets the business needs and that accurate and appropriate information is easily accessed.
* Engage with partners and stakeholders including wider council staff, health services and the voluntary sector around promotion and use of Adult Social Care information and advice, to ensure professionals are aware of our offer and to support signposting and prevention services.
* Deliver communications such as staff newsletters, so that stakeholders are well informed of changes and developments within services.
* Ensure that there is a co-ordinated process whereby information can be available in a number of formats to support people with different communication needs, as included in the Accessible Information Standard (AIS) NHS England 2016; enabling people to be contacted using the method that is appropriate to their needs.
* Work with subject matter experts to write, develop, version control and improve information and advice factsheets for both the public and internal staff to ensure the offer supports changing business requirements and that Care Act responsibilities are met. Use the knowledge gained during this exposure to different areas of the business, to improve other information and advice mechanisms accordingly.
* Use resources and problem-solving processes, to respond quickly to any issues or anomalies within any information and advice provided, ensuring accuracy and quality within the service.
* Flexibility will be required to cover for other roles as and when required within the Quality Assurance Team to ensure the service remains resilient at all times.
* Liaise with Adult Social Care and Commissioning colleagues to ensure emerging themes, trends and requirements are represented online

**Specific Qualifications and Experience**

* Educated to 3 A levels, NVQ 4, HND or diploma (or equivalent experience) in either Health and Social Care, Customer Service or Business Administration
* Excellent IT skills including knowledge of Word and Excel Advanced.
* Experience of writing online and/or written information and advice
* Experience of presenting clear information and advice and using various communication methods, adjusting approaches based on a person’s communication needs
* Experience of working with or designing websites
* Project management awareness and experience
* A background knowledge of ASC

**Personal Qualities & Attributes**

* Able and confident to communicate on all levels and work with many different partners and stakeholders
* Able to form strong working relationships
* Excellent attention to detail
* Excellent organisational skills
* Able to manage own workload

**Job Requirements**

* DBS check
* Must be able to travel, using public or other forms of transport where they are viable, or by holding a valid UK driving licence with access to own or pool car.

Prepared by Debby Duffy Reviewed Sept 2025