

Referral & Information Advisor

Role Profile

Service: Adults & Wellbeing Directorate – Adults Support & Prevention Hub
Band: Band 4
Reporting to: Team Manager
Responsible for: No direct reports



TRAFFORD
COUNCIL

About Us

Trafford is a great place to live, work, learn and visit. From its leafy suburbs, to its more urban areas, the borough takes pride in its strong, diverse communities, its cultural and sporting heritage and its position at the heart of the region's economic powerhouse.

Trafford Council and its partners in the public, private and third sectors have a Vision which sees us working together to close inequality gaps and maximise Trafford's huge potential.

Our vision: Trafford – where all our residents, businesses and communities thrive

At the heart of our vision is a common cause – we want to make Trafford a better borough. We want to make it a place where everyone has a chance to succeed and where everybody has a voice. Through our new vision, we are making a commitment to work together across different services and agencies to make the best use of our resources.



Our Culture

Trafford Council employs around 2300 non-school members of staff and as one of the biggest employers in the borough, we work hard to make Trafford Council an employer of choice. We care what you think and believe you are more than just a job role. We have a great benefits' package and a real focus on your health and wellbeing, as well as, extensive learning, succession and development opportunities.

For us, it's not just about *what* we achieve as an organisation, but *how* we do it. Therefore, all employees are expected to display our **EPIC** values.

At Trafford Council we are EPIC

We EMPOWER – We inspire and trust our people to deliver the best outcomes for our customers, communities and colleagues.

We are PEOPLE CENTRED – We value all people, within and external to the organisation and give those around us respect. We will act with honesty and integrity in all that we do, and create an environment that enables everyone we work with to thrive and succeed.

We are INCLUSIVE – We are committed to creating an environment that values and respects the diversity and richness differences bring.

We COLLABORATE – We build relationships, collaborate; treat people as equal partners and work together to make things happen.

About the Role

This Role Profile outlines the key tasks you will be expected to perform to give you an understanding of a typical day and the key activities that you will be expected to deliver or contribute to the delivery of.

The 'About You' section explores what qualifications, experience, skills and knowledge you will need for the role.

We are a values-based organisation and you will need to reflect our values, as well as the requirements in 'About You' in your application.

Overview

This role sits within Trafford Council's Adult's Support & Prevention Hub, as part of the wider Adults and Wellbeing Directorate. The team acts as the first point of contact for adults, carers, and professionals seeking support. The postholder will play a pivotal role in ensuring timely, person-centred responses by combining skilled call handling with care navigation and community linking. The postholder will not undertake formal assessments but will support access to appropriate services and pathways.

Your Main Priorities

- Provide a timely, responsive and compassionate first-contact experience for all incoming adult social care enquiries.
- Use triage approaches to identify needs and direct individuals to the most suitable support.
- Strengthen early intervention by connecting individuals with community, voluntary, and preventative services that promote independence and wellbeing.
- Identify and escalate safeguarding concerns and complex situations to qualified practitioners without delay.
- Support a strengths-based, outcome-focused approach across Adults Support & Prevention Hub and wider Front Door service.

Key duties

- Handling incoming calls, emails, and online referrals with professionalism and empathy with a focus on positive customer experience.
- Using active listening and professional curiosity to gather relevant information and assess urgency.
- Applying agreed triage tools to determine appropriate pathway, including assessment, safeguarding, early help, or signposting.
- Providing clear, accurate information and advice about adult social care, community resources and preventative support.

- Maintaining an up-to-date knowledge of Trafford's community assets and voluntary sector offers and local support networks.
- Recording all contacts, decisions and rationales accurately using digital case management systems.
- Identifying and escalating high-risk, complex or safeguarding concerns to social care assessors or social workers.
- Supporting residents to navigate health, housing, and wellbeing services independently where appropriate.
- Working collaboratively with internal teams and external partners to ensure coordinated and seamless service delivery.
- Participating in team meetings, training, and service development activities.
- Upholding confidentiality, data protection, and safeguarding standards at all times.
- Contributing to service improvement by sharing insights and feedback from frontline contact.
- Undertaking any other duties commensurate with the grade of the post which may be required by the Service.

About You

Qualifications and Professional Development

- NVQ Level 3 in Health and Social Care, Customer Service, or equivalent
- Training in care navigation, motivational interviewing, or strengths-based approaches
- Evidence of continued professional development relevant to health, social care, or customer service

Experience and Knowledge

- Experience in a customer-facing or call handling role, ideally within health, social care, or community services
- Experience of handling sensitive or complex enquiries with empathy and professionalism
- Experience of maintaining accurate records and following procedures
- Understanding of adult social care pathways, safeguarding principles, and referral processes
- Familiarity with community and voluntary sector services and how they support wellbeing
- Understanding of adult social care legislation, guidance, and local authority responsibilities (e.g., Care Act 2014, Mental Capacity Act, safeguarding duties)
- Awareness of strengths-based and person-centred practice
- Familiarity with triage processes and early intervention approaches

Skills and abilities

- Strong written and verbal communication skills, with the ability to engage compassionately with residents in distress or crisis
- Excellent active listening and information gathering skills, ability to ask insightful questions, and respond with empathy
- Ability to apply structured triage tools and make sound, defensible decisions
- Confident in providing clear information, advice, and signposting
- Strong organisational skills and ability to manage multiple enquiries simultaneously
- Confident in using IT systems and recording information accurately
- Ability to work collaboratively with colleagues and partner agencies
- Ability to work independently and as part of a team
- Problem-solving skills and the ability to think calmly under pressure
- Commitment to equality, diversity, and inclusive practice

Special Conditions

- Enhanced DBS required
- Willing and able to travel to work at sites within the Trafford Borough

Date prepared/revised	25.3.26
Prepared/revised	C Walker/T Sefton
Job evaluation	25.3.26

Health and Safety

To operate safely within the workplace with regard to the Council's health and safety policies, procedures and safe working practices. To be responsible for your own Health and Safety and that of other employees.

Equalities & Diversity

To work within the Council's Equalities and Diversity Policy, embracing through personal example, open commitment and clear action that diversity is positively valued, resulting in access for all by ensuring fair treatment in employment, service delivery and external communications.

Customer Care

To continually review, develop and improve systems, processes and services in support of the Council's pursuit of excellence in service delivery.
To recognise the value of its people as a resource.

Training and Development

To identify training and development needs with your manager, taking an active part in your Personal Development and Review Plan. To access development opportunities as they arise and share learning with others and where appropriate, actively encourage a learning environment and development within others.

Policy

To work at all times within the established policies and practices of the Council, within the framework established by the Council Constitution and associated guidance.

Information Governance

Confidentiality is of prime importance. In the normal course of duties, the post holder will have access to personal and or sensitive information relating to service users, staff and contractors, as well as information of a commercially sensitive nature. Such information should not be communicated to anyone outside or inside the Council unless done in the normal course of carrying out the duties of the post. Disciplinary action will be considered where a breach of confidence and or data breach has been established.

All information obtained or held during the post-holders period of employment that relates to the business of the Council and its service users and employees will remain the property of the Council. Information may be subject to disclosure under relevant legislation.

To ensure information is shared safely and complies with information governance standards and associated legislation.