Your job

Job Title: Customer Lead Officer Income Maximisation

Service: : Customer Experience and Support

Grade: G7

Reporting to: Business Partner – Income Maximisation

You'll support the facilitation of income maximisation activities, at venues across the borough, for customers including, but not exclusively, Department for Work and Pensions Your role will be to provide a comprehensive, efficient and effective welfare rights information, advice and casework service from professional and customer self-referrals and our proactive data led approach, providing confidential advice on benefits, indebtedness and poverty to residents, using an asset-based approach.

You will provide advice on all aspects of means tested and non-means tested benefits, including entitlement, calculations and enabling customers to become self-reliant and build self-esteem and confidence in application processes.

You'll provide effective Welfare Rights advice exclusively to customers or their appointed representatives applying for Financial Assistance and Financial Assessments undertaking home visits to assess benefit entitlement and calculate contributions towards the cost of care services.

Financial Assessment, Discount and Exemptions, Council Tax Reductions, Housing Payment in line with local policies and practice, accurately updating records and recording outcomes to demonstrate the financial achievements and Universal Credit support tracking.

You will be responsible for income optimisation activities in relation to all applications for Financial Assistance and assessments and assess, calculate and complete Financial Assistance and Financial Assessments for non-residential, customers in the community and in residential care in

accordance with legislation and guidance to ensure speed and accuracy of processing to deliver right first-time processing to improve customer satisfaction and experience.

You will actively contribute to maximising collection of corporate revenue streams, providing advice and information that helps alleviate indebtedness and poverty by promoting effective payment arrangement via online, direct debits and other channels, signposting to other support channels when appropriate.

Mandatory Statement

The Council is committed to complying with European General Data Protection regulations (UKGDPR) and meeting the requirements of the Information Commissioner's office (regulating data protection compliance in the UK). It is your responsibility to ensure that the work you undertake is compliant with the General Data Protection regulations.

Wigan Council is an active, strong, and committed corporate parent. As a priority, all employees have a responsibility towards the children we look after and care leavers, not just those employed by the Children's Directorate.

In this job you will:

In the next 12 months, you will:

- Provide support, information and advice to colleagues, customers or appointed representatives on benefit entitlement to potentially maximise income when completing assessments and reviews
- Review and refine customer details within digital systems including, but not exclusively, Welfare System, Northgate, Civica, Digital Platforms, Mosaic, Agresso and Blue Badge Information System to ensure liabilities and claims for an individual are appropriately linked, coordinated and awarded right first time
- Provide case studies and customer feedback to highlight the impact of Welfare Reform on residents to inform management decision making processes and to evidence best practice, customer experiences and outcomes that maintain or surpass satisfaction levels
- Promote and encourage volunteering opportunities to customers presenting, to support and enable experiences that build confidence, self-reliance and provide positive experiences and outcomes that improve and develop work and life skills

- Embed a digital approach to service provision, identifying, recording and reporting any areas of practice that may require development to support building self-reliance and corporate strategies reviews that improve information and advice across Customer Experience and Support adopting online solutions as a delivery tool
- Make financial decisions based on the appropriateness of the customers' charge taking account of income, capital, property and expenditure, in a means tested Financial Assessment
- Investigate and resolve any discrepancies concerning customer entitlement to benefits offering advice and assistance with the completion of application forms for Department for Work and Pensions benefits
- Contribute to the provision of a comprehensive Income Maximisation, Advice and Guidance Service including disseminating information relating to the impact of benefit changes and potential impact on future service delivery
- Be decisive and take action to deal effectively with situations, for example, a child at risk, fraud notification, homeless referral and referral to appropriate partner agencies such as Social Care, Health, Police, Probation, Domestic Violence and Job Centre Plus in line with minimising the risk to the Council and service reputation

On an ongoing basis you will:

- On an ongoing basis you will:
- Support managers to deliver effective and efficient services to our customers
- Assist customers with appeal forms and mandatory reconsideration documents for welfare state benefits
- Cover outreach surgeries, popup events across the borough for benefit advice provision, manage digital referrals and general enquiries
- Support customers through the provision of our Local Welfare Support offer including, but not exclusively, gas and electricity vouchers and third-party referrals for food parcels and furniture, ensuring relief from immediate crisis for the most vulnerable people
- Provide effective, current information, advice and signposting people in crisis to personal budgeting support to ensure a smooth transition for people with little capital, low income or a poor or non-credit rating to settle into a new home and with basic necessities and

establish the root cause of issues that lead to residents presenting to Local Welfare Support

- Signpost and make referrals to other service providers and pathways as appropriate and alternatives to challenging internal decisions where the integrity of the service may be compromised due to issues of independence.
- Actively engage with customers through a proactive data led approach for the purpose of maximising household income by identifying potential benefit entitlements and providing appropriate advice and information to support them to make a claim.
- Keep updated on current benefit legislation, welfare benefit entitlements, grant applications and consumer credit law and practice
- Promote financial inclusion and ensure residents have access to financially inclusive products, including bank accounts, adequate insurance, direct debits and affordable credit
- Support internal and external partnership to enhance and streamline customer journeys, minimise duplication, consider other service developments which may directly impact on a particular service area, enable self-reliance to emerge, support vulnerable client groups and reduce cost to serve
- Actively promote to customers the benefits of using online services, as the primary customer access channel to help build self-reliance and migrate customers to more cost effective and sustainable delivery channels
- Adopt a holistic asset-based approach with customers to gain access to appropriate services that support the wider Public Sector Reform agenda and enable positive life changes, gain employment and work towards building self-reliance, improving health and well-being outcomes and independence in line with corporate priorities
- Gather evidence as required and maintain an active caseload, ensuring customers' are updated with progress, ensuring that recording is in keeping with current council policies for confidentiality and accountability
- Respond to enquiries and disputes, providing accurate, clear and informative advice and information encouraging digital interactions, undertaking by exception and with approval home visits
- Contribute to the effective running and performance, supporting major change processes in Customer by providing assistance and support as directed by management to meet priorities and achievement of business objectives

- Be decisive and take accountability and action to deal effectively with escalated situations, in line with minimising the risk to the Council and service reputation
- Utilise multiple systems to accurately follow processes and procedures to undertake the duties of the role in line with statutory legislation, regulations and council policies, procedures and strategies
- Gather evidence as required and maintain an active caseload, ensuring customers' are updated with progress and recording is in keeping with current council policies for confidentiality and accountability
- Support internal and external partnership to enhance and streamline customer journeys, minimise duplication, consider other service developments which may directly impact on a particular service area, enable self-reliance to emerge, support vulnerable groups and reduce cost to serve
- Work in collaboration and liaise with the Department for Work and Pensions or the Council's Internal Audit Team where a potentially fraudulent claim or issues relating to deprivation of income and capital have been identified providing information regarding the investigation
- Work in partnership with schools, landlords, stakeholders, partners, third parties, Department for Work and Pensions, other teams within the council and any other body or group to maintain and improve service delivery, communications and to gather relevant information, exploring and developing digital approaches
- Respond to enquiries and disputes, providing accurate, clear and advice and information and engage customers and staff to interact digitally with the Council utilising the Digital Platform
- Actively assist in contributing to continual improvements in economy, efficiency, and effectiveness and of quality of service enabling effective and efficient provision
- Contribute to supporting change processes, providing assistance and help to colleagues as directed to meet priorities, achieve business objectives and enhance the customer experience
- Be decisive and take accountability and action to deal effectively with escalated situations, in line with minimising the risk to the Council and service reputation
- Actively participate in customer service changes to system processes and new business to enhance the overall customer offer and experience

- Undertake any training required to work effectively in the Customer Experience and Support Services Lead Officer Income Maximisation
- Ensure you operate within GDPR guidelines by regularly reviewing data held and destroying information in line with retention schedules. Ensure you operate within GDPR guidelines by regularly reviewing data held and destroying information in line with retention schedules

In this job you will need:

You must be able to demonstrate the following essential requirements:

- Relevant professional qualification or equivalent level of suitable experience
- Experience of engaging with customers channelling their transactions to a digital contact method
- Experience of considering the best approach to service delivery and making recommendations to modify/change as necessary
- Excellent organisational and communication skills
- Excellent knowledge of IT systems and inputting and extracting data with an ability to utilise the functionality to improve service provision and enhance the customer experience
- Experience of working in a fast-paced environment whilst maintaining quality and accuracy
- Knowledge & understanding of the Digital First culture and what this means regarding changing customer behaviour and reducing cost to serve
- A good understanding of the legislation, policies and procedures and key operational issues relevant to the post
- Knowledge and understanding on the impact of poor customer service delivery and the link to the reputation of the Council
- The ability to set objectives, targets and achieve outcomes through collaboration with internal and external customers and partner agencies
- The ability to take accountability for day-to-day workload ensuring quantity and quality of work is in line with performance criteria
- Experience of effectively working as a team and supporting team members as well as the ability to use your own initiative
- The ability to identify problems, take ownership and actively seek and implement solutions

- Experience of working with multi-agency partners and the ability to influence and support them in achieving their goals.
- Have an ability to work flexibly in line with the demands

Our Culture

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

Be Positive	"Take pride in all that you do and support and develop yourself and others."
Be Accountable	"Be responsible for making things better, enabling change and supporting improvement."
Be Courageous	"Be open to doing things differently and working collaboratively with others."
Be Kind	"Be helpful, generous and thoughtful towards yourself and others."