

ROYAL BOROUGH OF GREENWICH

JOB DESCRIPTION

DEPARTMENT Advice & Benefits **POSTHOLDER**

SECTION Greenwich Supports **GRADE**

POST DESIGNATION (TITLE) Head of Advice & Benefits

Purpose of Job

To hold delegated accountability to the **Director for Resources** for:

- Providing strategic leadership of the Council's Greenwich Supports Service, ensuring integrated, high-quality and legally compliant support for residents.
- Driving the delivery and implementation of the Greenwich Supports Strategy, and other relevant borough-wide strategies to prevent financial hardship, reduce poverty, and delay escalation into crisis by strengthening proactive, multi-agency early intervention and coordinated support.
- Working system-wide with partners across health, housing, employment, community organisations, education, and the voluntary and community sector (VCS) to design, coordinate and implement approaches that maximise income, financial resilience and benefit take-up.
- Leading the development and delivery of accessible, resident-centred advice pathways that ensure people understand and can exercise their rights under social security legislation.
- Shaping a borough-wide financial inclusion model that aligns processes, reduces delays, improves advice quality and ensures shared accountability across all partner organisations.
- Ensuring effective, sustainable and compliant use of delegated budgets and workforce resources, achieving best-value outcomes and financial stewardship.
- Championing a culture of integration, innovation and continuous improvement across the welfare rights and advice system, enabling a modern, digitally confident and resident-focused service offer.
- Creating and maintaining strong strategic relationships with experts by experience, community organisations, advice providers, DWP, HMRC, housing associations, NHS partners, Greenwich Supports, Public Health and the Integrated Care Board (ICB).
- Overseeing the design, delivery and implementation of the Crisis and Resilience Fund, ensuring that compliance and outcomes requirements are met, and budget utilised appropriately.
- Overseeing service performance, quality assurance, auditing and improvement, ensuring high standards of delivery, equitable access, and reduced inequalities in benefit take-up and financial wellbeing.

- Providing visible senior leadership to the Greenwich Supports Service, including Performance Managers, Senior Welfare Rights Managers and specialist welfare rights advisers.
- To be responsible for the for the long- term strategic development of the assessment service including overall control and development of administration of a range of areas including the administration of Housing Benefit and Local Council Tax Support and Pupil Benefits schemes, and the management and oversight of the Benefit Overpayment Recovery Team.
- To have overall responsibility for the reconciliation of Subsidy, Quality and Performance.
- Oversee the design, delivery and implementation of the Council Tax Support scheme, including oversight for policy and eligibility considerations for the scheme.

Manages up to 6 directly managed senior staff.

Manages up to 100 indirectly managed staff.

Main Duties

Strategic Leadership & Service Design

1. Lead the borough-wide delivery of specialist Welfare Rights and Money Advice services, ensuring full compliance with legislation, case law, tribunal practice and regulatory standards.
2. Act as the senior system lead for welfare rights and money advice policy and strategy, influencing local and regional agendas, and participating in borough-wide anti-poverty and financial wellbeing forums.
3. Embed co-production by ensuring residents, carers and communities with lived experience shape service design, priorities and improvements.
4. Lead the strategic development of pathways that maximise income, improve financial resilience, and support vulnerable and digitally excluded residents.
5. Develop, review and implement the borough's Greenwich Supports strategies, ensuring alignment with corporate priorities, anti-poverty commitments and national welfare reform.
6. Ensure that Greenwich Supports Service are accessible, equitable and culturally responsive, reducing inequalities in advice access, income maximisation and outcomes.
7. To oversee the policy direction, implementation and delivery of the Council Tax Support scheme, and to have responsibility for the policy implications of the scheme for working age residents.
8. To ensure acceptable performance relating to standards and targets for the teams to ensure compliance with legislation, DWP performance and good practice guide, Corporate and Service Business Plans.
9. Lead service modernisation, digital transformation and continuous improvement, using data, analytics and resident feedback to drive change.

10. Provide expert strategic advice to senior leaders, elected Members, MPs, corporate boards, and multi-agency governance forums.

Operational Oversight

11. Oversee casework operations, ensuring quality, accuracy and timeliness of advice, representation, advocacy and specialist casework.
12. Provide senior oversight of advice pathways, ensuring seamless resident journeys across welfare rights, money advice, debt prevention, employment support, housing and VCS partnerships.
13. Senior responsibility for the management and development of the Welfare Rights training programme for council staff, partners, community organisations and external agencies.
14. Directly manage Greenwich Supports Advice & Operations Managers, Greenwich Supports Policy Manager and professional leads across multiple teams.
15. Senior responsibility for the delivery and management of the Crisis and Resilience Fund, ensuring the budget is appropriately allocated and utilised.
16. Senior responsibility for the operations of the Discretionary Payments teams, including Crisis Payments (Emergency Support Scheme), Discretionary Housing Payments and Council Tax Hardship Fund. To ensure governance and compliance are maintained, as well as budget appropriately managed.
17. Senior responsibility for the operations of the assessment functions, including ensuring continued effectiveness and efficiency. To also have senior responsibility for the work of the quality assurance team.
18. To have senior responsibility of the Benefit Recovery Team, ensuring that overpaid benefit is collected effectively and efficiently, and that performance meets required accuracy and quality requirements.
19. Hold full accountability for service-level budgets, financial sustainability and the achievement of key performance targets.
20. Ensure services meet statutory requirements and legal standards related to social security law, safeguarding (financial exploitation), GDPR and professional practice.
21. Use KPIs, audits, evaluations and performance dashboards to monitor and improve service quality and resident outcomes.
22. Lead regional and national benchmarking, ensuring the Council meets performance expectations in welfare rights and financial inclusion.
23. Work with key partners (DWP, HMRC, ICB, housing, public health) to ensure consistent advice quality and coordinated system-wide approaches.

Workforce Leadership & Culture

24. Provide strong leadership to a multidisciplinary advice workforce, promoting a culture of excellence, collaboration and continuous learning.
25. Ensure robust professional supervision, case direction, reflective practice and performance management.
26. Support workforce development, career progression and professional accreditation pathways.
27. Strengthen cross-agency working between welfare rights, money advice, discretionary payments, HB assessment services, housing, prevention services, and health partners.
28. Ensure effective management of resources and staffing deployment in line with demand, priorities and service standards.
29. Promote innovation and best practice through communities of practice, knowledge exchange and training programmes.
30. Ensure staff have access to CPD, peer support, specialist training and professional networks.

Financial & Resource Management

31. Lead the management of significant departmental budgets, ensuring financial sustainability, probity, and best value.
32. Identify and deliver cost-improvement programmes without compromising quality, statutory duties or resident outcomes.
33. Ensure internal and commissioned services deliver measurable impact and meet contractual and performance requirements.

Partnership & Collaboration

34. Develop and maintain strong strategic relationships with:
 - DWP and HMRC
 - Public Health and ICB partners
 - Regional and national local authority forums, such as the GLA, London Councils and LGA
 - Voluntary and community sector organisations
 - Housing providers and tenancy sustainment teams
 - Employment and skills services
 - Appropriate advice networks
35. Represent the Council at strategic forums, multi-agency boards, partnership planning groups and advice-sector networks.
36. Lead cross-council work on poverty prevention, income maximisation and financial inclusion.

RBG Corporate Requirements

37. Undertake any other work appropriate to the level and general nature of the post.
Participate in training and development programmes, including those funded via the Council's Apprenticeship Levy.
38. Carry out all duties in line with Health & Safety regulations, Data Protection/GDPR requirements, Equal Opportunities and Customer Care policies.
39. Model the Council's staff values, demonstrating commitment to improving residents' lives, fairness, respect, ownership, continuous improvement and constructive collaboration.
40. Ensure emergency planning and business continuity arrangements are in place and staff understand their responsibilities in crisis situations.
41. Lead employee investigations, disciplinary hearings and appeals in accordance with Council procedures.
42. Provide mentoring opportunities for junior staff, apprentices, trainees and graduates.
43. Provide supervision and high-level management of staff as required.
Undertake additional or alternative duties, including temporary redeployment, as required to meet service demands, particularly in emergencies.
44. This post requires a Basic DBS and BPSS check and will be supported by Safer Recruitment tools.

Designation of Post to which Postholder Normally Reports
Director for Resources (Advice & Benefits)