

Receptionist, Cashier & Admin Assistant Applicant Recruitment Pack



Welcome

An exciting opportunity has become available within Sefton Councils Customer Service department. The role will be primarily based at Bootle One Stop Shop however there may be occasions when you are required to work from The Atkinson in Southport.

Do you have strong customer service experience within a face-to-face environment and are you comfortable and confident with managing a demanding and varied workload? As well as dealing with face-to-face enquiries and signposting residents the ability to understand and communicate complex messages is essential. Full training will be given to successful candidates who display the customer service qualities we are seeking.

If your application is successful interviews will take place at Bootle One Stop Shop.



Contents

About the Borough of Sefton	1
Our Vision and Values.....	2
Our Successes and Key Projects	2
An Inclusive Workplace	3
Liverpool City Region Fair Employment Charter	4
What We Can Offer You.....	4
About the Role	6
Top Tips on How to Apply	7
Application and Selection Information	8
Appendix A – Job Description and Person Specification	9



About the Borough of Sefton

Sefton is a confident and well-connected Borough, stretching from Bootle in the south to the coastal resort of Southport in the north. Home to more than 275,000 residents, Sefton encompasses a range of vibrant towns and communities, including Bootle, Litherland, Seaforth, Crosby, Formby, Maghull and Southport.

It is a fantastic place to live and work. As the northern-most Borough within the Liverpool City Region, Sefton offers a unique blend of beautiful coastline, countryside, attractive villages, thriving industrial areas and the busy Port of Liverpool.

With 22 miles of stunning coastline, Sefton is a leading coastal destination with a growing visitor economy. It is home to the iconic Antony Gormley *Another Place* installation, expansive beaches and protected sand dunes that support several rare species.

While each town and village has its own distinctive character, it is the people of Sefton who make the Borough truly special, creating diverse, welcoming and energetic communities in which to live, work, invest and visit.

Alongside its miles of golden sands, Sefton offers those who work here access to a world-renowned racecourse, prestigious golf courses, and National Trust nature reserves, ideal places to unwind, explore and enjoy leisure time.

The Borough benefits from excellent transport links, providing easy access to major North West cities including Liverpool and Manchester, and placing the Lake District and North Wales within reach for weekend breaks.

Whether you prefer vibrant town centres, friendly commuter towns, picturesque villages or stunning rural and coastal locations, Sefton offers a place to suit everyone. With house prices and rents typically lower than in neighbouring Liverpool and Manchester, you can enjoy coastal living while still being close to the buzz of city life.



Our Vision and Values

At Sefton Council, our vision is to deliver high-quality services that make a real difference to the lives of our residents, visitors, and communities. Everything we do is guided by a strong set of values that shape how we work and interact:



- **We put people at the heart of what we do** – ensuring our services are responsive, inclusive, and focused on improving lives.
- **We listen, value, and respect each other’s views** – fostering a culture of collaboration and mutual respect.
- **We develop a culture of challenge, ownership, innovation, and improvement** – encouraging creativity and continuous development.
- **We are ambassadors for Sefton** – promoting the Borough positively and proudly representing our communities.
- **We are responsive and efficient** – delivering services that are timely, effective, and customer-focused.
- **We are clear about what we can and cannot do** – being transparent and honest in all our communications and actions.

These values underpin our commitment to excellence, inclusivity, and innovation, ensuring that Sefton remains a great place to live, work, and visit.

Our Successes and Key Projects

Sefton Council is proud of its recent achievements and ongoing commitment to delivering high-quality services. Our Adult Social Care services were recently graded



Good by the Care Quality Commission (CQC), and our Children's Services also achieved a Good rating from Ofsted. These successes reflect the dedication and professionalism of our teams and our focus on continuous improvement.

Alongside these achievements, Sefton Council is actively delivering a range of major capital projects that will transform the Borough and stimulate economic growth. These include the Marine Lake Events Centre in Southport, the Strand Shopping Centre redevelopment in Bootle, and exciting developments such as the Cove Resort and Enterprise Arcade in Southport. We are also proud to support cultural and community initiatives like Salt and Tar, Bootle's vibrant events space, which hosts live music, comedy, and family-friendly activities, bringing people together and boosting the local economy.

These projects form part of our strategic investment programme to attract private sector-led development and create vibrant spaces for residents and visitors. We work closely with local communities to ensure these projects reflect their needs and foster a sense of ownership and pride.

For more information on these projects and to stay updated on progress, visit the Sefton Council website at www.sefton.gov.uk

An Inclusive Workplace

We are committed to fostering an inclusive Council that reflects the diverse communities we serve. Our workforce brings a wide range of experiences and perspectives, and we value an environment where everyone feels respected, supported, and able to reach their full potential.

Sefton is proud to be the first local authority in the Liverpool City Region to achieve **Navajo** accreditation, recognising our commitment to LGBTQ+ inclusion. We are also a Disability Confident employer and continue to build a workforce that represents our communities.

We support several staff networks, including groups for Black and Ethnically Diverse colleagues, LGBTQ+ staff, women, disabled employees, and a Christian Workplace Group.

As an Equal Opportunities Employer, we base recruitment solely on skills, experience, and suitability for the role. All applicants are treated fairly, and we have also recognised 'care experienced' as a protected characteristic within Sefton.



For more information, please refer to our [Equality, Diversity and Inclusion Strategy](#)

Liverpool City Region Fair Employment Charter



Sefton Council is proud to support the Liverpool City Region Combined Authority Fair Employment Charter, an initiative that promotes fair, healthy, inclusive, and just workplaces across the region. The Charter celebrates good employers and encourages the highest standards in employment practice, including fair pay, secure work, opportunities for progression, strong employee voice, and a commitment to staff wellbeing. By aligning with the Charter, we demonstrate our dedication to providing a fair day's pay for a fair day's work and to fostering an equitable and supportive working environment for all colleagues.

What We Can Offer You

- A supportive and collaborative working environment.
- An agile approach to working.
- Opportunities for professional development and career progression.
- A role where your work makes a real difference across the organisation.
- Flexible working arrangements supporting work-life balance.
- A strong commitment to equality, diversity, and inclusion.



You will benefit from a comprehensive local government employment package which includes the following:

- Competitive salary in line with NJC Local Government Pay Scales.
- Membership of the Local Government Pension Scheme (LGPS), providing a secure, defined benefit pension with employer contributions.

Annual Leave and Work-Life Balance

- Generous annual leave entitlement, 28 days annual leave rising to 33 days with 5 years continuous service.
- Additional public (bank) holidays.
- Flexible working options to support a healthy work-life balance, subject to service needs.
- Option to purchase additional annual leave.

Learning, Development and Career Progression

- A comprehensive induction programme.
- Access to a wide range of training, apprenticeships, learning, and development opportunities.
- Support for professional development and role related qualifications.
- Opportunities to develop your career within a large and diverse local authority.

Health, Wellbeing and Support

- Enhanced sick pay scheme.
- Employee wellbeing initiatives and access to occupational health support.
- Policies that promote physical and mental wellbeing in the workplace.

Family-Friendly and Inclusive Policies

Our family-friendly policies and flexible working arrangements help staff maintain a healthy work-life balance.

- Family friendly policies, including enhanced maternity, paternity, adoption, neonatal care and special leave to support with time off work to deal with issues when life events happen.



- A strong organisational commitment to equality, diversity, and inclusion.
- Reasonable adjustments and support to enable disabled employees to thrive.

Foster Friendly Employer Commitment

Sefton Council is proud to be a *Foster Friendly* organisation as recognised by The Fostering Network. We actively support employees who are foster carers or who are applying to foster by offering flexible working arrangements, paid time off for fostering-related meetings and training, and a workplace culture that recognises the vital role foster carers play in our communities.

This commitment helps ensure carers can balance fostering responsibilities alongside career, and reflects our dedication to supporting children, families, and those who care for them.

Additional Benefits

- Access to salary sacrifice and employee benefit schemes (where applicable).
- Opportunities to contribute to meaningful work that supports local communities.
- A supportive, values led organisational culture.
- Free parking at office bases (dependent upon the work location).

About the Role

The successful candidate will work as part of a team of Administration staff offering face-to-face support and guidance at the reception desk; and undertaking several administration functions including cashiering. The successful candidate will play a key role in providing customers and residents of Sefton with a high-quality customer service experience as well as maintaining and updating customer information on a number of core computer systems.

Please see **Appendix A (page 10)** for a full copy of the Job Description and Person Specification.



Top Tips on How to Apply

Submitting a strong application gives you the best chance of progressing to the next stage of the recruitment process. The following guidance applies to all roles and will help you prepare a clear, compelling application:

1. Read the Job Description and Person Specification Thoroughly

- Make sure you understand the key duties, expectations, and essential criteria.
- Use the person specification as your guide when writing your application.

2. Provide Clear Evidence of Your Skills and Experience

- Show *how* you meet the criteria using specific, real examples.
- Consider using the **STAR method** (Situation, Task, Action, Result) to structure your responses.

3. Tailor Your Application

- Avoid generic statements. Focus on experience that directly relates to the role you are applying for.
- Demonstrate how your strengths align with the organisation's values and priorities.

4. Highlight Your Achievements

- Include examples of work you are proud of or significant contributions you have made in previous roles.
- Emphasise impact – improvements, efficiencies, positive outcomes, or innovations.

5. Be Clear About Qualifications and Training

- List all relevant qualifications and professional training, including dates and awarding bodies.
- If you are working towards a qualification, include expected completion dates.

6. Showcase Transferable Skills

- Skills such as communication, teamwork, problem-solving, digital literacy, and organisation are valuable across all roles.



- Provide examples that demonstrate these effectively.

7. Check Your Application Carefully

- Review your responses for clarity, spelling, and completeness.
- Ensure all sections of the application form have been filled in fully.

8. Submit Your Application Before the Deadline

- Note the closing date and allow plenty of time to prepare your application.
- Late submissions usually cannot be considered.

9. Prepare for Potential Next Steps

- If shortlisted, you may be invited to an interview, assessment task, or presentation.
- Be ready to discuss your experience, approach to work, and examples of how you meet the role's requirements.

Application and Selection Information

The closing date for this vacancy is **Monday 8th June 2026** (or earlier in the event of high volume of applications being received).

Provisional interview dates are **W.C 22nd June 2026**.

We are an Equal Opportunities Employer; all candidates will receive equal treatment. Our decision to appoint will be based upon whether an individual's skills, experience, qualifications, and abilities make them the most suitable candidate for the role.

All disabled and care experienced applicants will be offered an interview where they meet all essential criteria on the person specification.

Please ensure that you meet all the essential criteria outlined in the person specification before submitting your application. Only applicants who demonstrate that they meet all essential criteria will be considered and invited to interview.



Appendix A – Job Description and Person Specification

Post: JOB DESCRIPTION

DESIGNATION: Receptionist & Admin Assistant (One Stop Shops)

DEPARTMENT: Customer Centric Services

LOCATION: One Stop Shops

GRADE: Grade D (25,583 – 25,989) pro-rata (pay award pending)

RESPONSIBLE TO: One Stop Shops Team Manager

JOB PURPOSE

The post holder will be responsible for providing:

1. Cashiering services in the Councils One Stop Shops and/or
2. A responsive and efficient reception service to the One Stop Shops.
3. Administering ELAS benefit check
4. Other admin duties including scanning & indexing, opening mail and distribution of received electronic communications.

The post holder will deliver excellent customer services and promote a positive image of the Council and Sefton Plus.



MAIN DUTIES

1. To act as a cashier, ensuring the efficient and accurate collection of revenue, and the disbursement of petty cash etc. within Sefton MBC guidelines.
2. To act with due regard to security, following instructions laid down by Internal Audit.
3. To act as a receptionist, providing a responsive and efficient reception service to the One Stop Shop.
4. To ensure that relevant details of each customer are promptly ascertained and dealt with, or passed to a Customer Service Advisor as appropriate.
5. To provide information and assistance to customers in respect of Council services and departments.
6. To provide clerical support within Customer Services including the scanning and indexing of documents onto core systems.
7. To distribute received electronic communications promptly and efficiently.
8. To assist in the preparation of exhibitions and displays.
9. To utilise relevant IT systems as appropriate.

ORGANISATIONAL CHART

Attached

SPECIAL CONDITIONS (if applicable)

- Flexible working time is in operation, however, the post holder must be able to work flexibly across the hours of business of Sefton Council.
- The post holder will be expected to provide cashiering services cover at any of the One Stop Shops within the borough at the request of the One Stop Shops Manager.

**GENERAL:**

This job description is a representative document. Other reasonably similar duties may be allocated from time to time commensurate with the general character of the post and it's grading.

The post holder must ensure that confidentiality of all information is maintained and that working practices comply with the provision of the Data Protection Act 1998

The post holder will be expected to comply, observe and promote the equal opportunities of the Council.

All staff are responsible for the implementation of the Health and Safety Policy so far as it affects them, their colleagues, and others who may be affected by their work. The post holder is also expected to monitor the effectiveness of the health and safety arrangements and systems to promote appropriate improvements where necessary.

Prepared by:

Name Alexandra McLoughlin/Andy Cain

Designation Service Manager, One Stop Shops

Date June 2023

Note: Where the postholder is disabled, every reasonable effort will be made to support all necessary aids, adaptations or equipment to allow them to carry out all the duties of the job.



PERSON SPECIFICATION

CASHIER/RECEPTIONIST (CUSTOMER SERVICES) – SCALE D

DEPARTMENT – Corporate Resources (Customer Services)

Personal Attributes required	Essential (E) Or Desirable (D)	Method of Assessment
<p>Qualifications</p> <p>Candidates must be able to demonstrate they are numerate and literate</p>	E	AF/C
<p>Experience</p> <p>Experience of dealing with enquiries in a customer services environment</p> <p>Experience of working with IT applications</p> <p>Experience of working in a large and complex organisation</p>	<p>D</p> <p>D</p> <p>D</p>	<p>AF/I</p> <p>AF/I</p> <p>AF/I</p>



Knowledge/Skills/Ability		
Ability to respond quickly and positively to customer enquiries	E	AF/I
Ability to deal effectively with complaints and difficult situations	E	AF/I
Ability to work to agreed procedures and to quickly learn and apply new procedures	E	AF/I
Ability to work well as a member of a team	E	AF/I
Good communication and interpersonal skills	E	AF/I
An understanding of, and a commitment to, Equal Opportunities	E	AF/I
Ability to work in a performance driven environment.	D	AF/I
A knowledge and understanding of Council Services	E	AF/I
	D	AF/I



Special Requirements		
Ability to work flexibly across the hours of business of Sefton Council	E	AF/I
A commitment to delivering high quality customer services.	E	AF/I
A commitment to continual personal development.	E	AF/I

Key to assessment methods:

- AF = Application Form**
- AC = Assessment Centre**
- I = Interview**
- C = Certificate**
- E = Exercise**



