# Job Profile

Job Title: Guide Line Advisor

Directorate: Operations

Reports To: Guide Line Supervisor

Matrix Reporting To: None

Disclosure Check Level: Enhanced

Date created/last reviewed: 03/02/2021

## Overall Role Purpose

A Guide Line Advisor helps people with sight loss to live the life they choose by delivering virtual information, advice and guidance via the Guide line, using a person-centred approach. This includes being a telephone, email and web enquiry operator and delivering the key administrative functions of the Guide Line. The advisor ensures operational delivery of the line is successful and accessible for those that need to access it and is a specialist in either dog wellbeing, children and young people or adults.

## Key Responsibilities

* Deals with calls, emails and web enquires, ensuring they are proficiently handled and referred to the relevant internal specialists where appropriate.
* Ensures callers are responded to in a professional manner and information provided is accurate. This involves using extensive knowledge of Guide Dogs services, information, advice and guidance, as well as utilising own initiative to answer queries.
* Uses initiative and emotional intelligence to adapt style and content of the interaction as appropriate to effectively build relationships.
* Demonstrates a rounded knowledge of all Guide Dogs services, information, advice and guidance and is a specialist in dog wellbeing, children and young people, or adults.
* Continually improves knowledge and actively participates in continuous professional development (CPD), both of general services, information, advice and guidance and within their specialist area.
* Ensures caller information is promptly and accurately entered and updated onto the Guide Dogs database.

## Works together with the Guide Line team to proactively share knowledge and review frequently asked questions (FAQs), ensuring growth as a group.

* Advises the Supervisor of any issues that affect the ability to follow a process or procedure as well as passing on constructive feedback which could lead to improvements in the FAQ database.
* Complaints are recorded and escalated in line with Guide Dogs processes, always maintaining professionalism and diplomacy.

## Breadth/Scope of Accountability

### People Accountability

Number of Direct Reports: None

Number of Indirect Reports: None

Number of Volunteers Supervised: None

### Financial Accountability

Annual Income Accountability: None

Assets Managed: None

Budget Accountability: None

# Application of this Job Profile

All employees are required to carry out other such duties as may reasonably be required to fulfil their role and support functional and organisational objectives.

All employees must also:

* Comply with all organisational policies
* Promote the vision and values of the organisation
* Engage in continuous personal development

This job profile is accurate as at the date shown above. It does not form part of contractual terms and may be varied to reflect or anticipate changes to the role.

# Working at Guide Dogs

As well as other services to enhance the lives of people who are blind and partially sighted, we breed and train guide dogs. Staff and volunteers in all our locations support this work. Therefore, all employees must be comfortable working in environments where dogs may be present.

Guide Dogs is a volunteer-involving organisation and as such all staff are required to support volunteers in their roles. This may or may not mean the direct supervision of volunteers but will require all staff to play a supporting role. From time to time you may be asked to support / volunteer your time at Guide Dogs events that take place outside of normal working hours. All employees will be expected to advocate for Guide Dogs at all times and be a fundraiser.

Guide Dogs is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults with whom we work. We expect all of our employees and volunteers to demonstrate this commitment.

Guide Dogs will require proof of identity and the right to work in the UK.

# Person Specification

## Education/Qualifications

#### Essential

* Educated to post-secondary level with a minimum of 3 GCSE passes including Maths & English at grade C (or equivalent) (QCF level 2 / SQCF level 5).

## Job-Related Experience

#### Essential

* Proven experience in administration within a Customer Service environment.
* Demonstrable experience of using a Customer Relation Management (CRM) system to record customer activity.

#### Desirable

* Lived experience of vision impairment (either self or direct family member).
* Experience of dealing with complex queries and/or complaints.

## Knowledge

#### Essential

* A comprehensive knowledge of GDPR regulations.
* Computer literate with good skills in the Microsoft Office suite (Outlook, Excel, Word, PowerPoint).
* Clear understanding and experience of safeguarding.

#### Desirable

* Knowledge of Salesforce or CARE database.

## Skills and Competencies

#### Essential

* Highly motivated towards a delivering a person-centred service.
* Demonstrable evidence of willingness and ability to deliver the highest standards of customer care.
* Evidence of dealing with confidential issues sensitively and with total integrity.
* Positive, team player, who is a self-starter and uses initiative to complete tasks.
* Able to handle difficult conversations in a calm and non-judgemental way.
* Able to multi-task and prioritise own workload.
* A willingness to work as part of a team to achieve results.
* Excellent written communication skills with attention to detail, copy checking skills.
* Able to work effectively to achieve agreed Service Level Agreements.
* Accurate data entry skills.
* Able to work effectively and flexibly under pressure.
* Strong communication and interpersonal skills.
* Confident telephone manner showing patience, empathy and listening skills.
* Self-motivated.
* Attention to detail and problem-solving skills.
* Effective time management skills.

## Behaviours

Our behaviours capture the essence of what it is to be Guide Dogs people, whether staff or volunteer. They describe the experience we expect everyone – the people we support, donors, partners, our volunteers and staff – to have while working with us. Guide Dogs people are:

* **Person-centred** - We are a group of people working to help each person affected by sight loss. We listen, and recognise that every individual is different in where they’ve come from and where they’re going. We are open, empathetic and inclusive. We place the person at the centre of every decision.
* **Expert** - We are specialists in what we do. We are committed to excellence and will never stop innovating. We respect our history, but seek out ways to adapt and improve, and are always willing to learn.
* **Optimistic** - We are relentless in our belief that people with vision impairment can lead the life they choose. We are passionate about helping each person, committed to challenging barriers, and proud of who we are and what we achieve.

So, we: -

* **Partner** - We only change lives when we collaborate. We build valued relationships with donors. We work together with our service users and colleagues, volunteers and partners – and our dogs, of course – to deliver great outcomes. We support and develop each other.
* **Lead-by-example** - We can all be a guide. We take the lead and then hand it over, empowering people to make progress independently. We gain trust by having faith in others, and influence by example. We do what we say we will.
* **Engage** - We cannot change lives if we look on from the side-lines. We get involved, take ownership, and feel responsible for all we do, think and say. We celebrate wins big and small, and we hold ourselves and each other to account.

We use competency-based questioning within our recruitment processes to assess the extent to which candidates demonstrate these behaviours – in ways appropriate to this role – in how they are at work and generally as people.

## Safeguarding

If the role does or may involve working with children, young people or vulnerable adults, or supervising those that do, we’ll also be assessing ‘safeguarding competencies’ as part of the process. These are:

* Appropriate motivation to work with vulnerable groups;
* Emotional awareness;
* Working within professional boundaries and self-awareness; and
* Ability to safeguard and promote the welfare of children, young people and adults and protect from harm.

## Mobility

Occasional travel to other sites.

## Job Group (internal use only)

This role has been evaluated as a Support Provider, please [follow this link](https://guidedogs.sharepoint.com/%3Aw%3A/g/ES_hkP-6mT5HkPIdVSJhjgABX0S79-IXzzo3zaTw2LoCXg?e=fZs4cp) to view the salary band.