



## FIRST LOVE FOUNDATION

# Advice Manager Recruitment Pack

For a Britain without Poverty



## ABOUT US

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First Love Foundation is a London-based charity founded in 2010, dedicated to tackling poverty differently.

Our vision is for a Britain without Poverty, where people are enabled and empowered to create their own independent lives, by working alongside them, with love. As early pioneers of wraparound support, a blend of short-term emergency food access, holistic support and expert welfare rights advice, we work tirelessly to ensure access to people experiencing extreme forms of crisis, poverty and social injustice.

Today, we deliver AQS accredited specialist legal welfare advice alongside holistic wraparound advocacy in Tower Hamlets where we have been at the forefront of addressing high levels of deprivation and crisis.

Having recently secured a long-term home from which to deliver our service, we are seeking an experienced advice professional to spearhead this new chapter for our advice service.

*When the All-Party Parliamentary Group (APPG) on Hunger collected evidence three years ago on what could be done to counter hunger in this country, First Love Foundation presented us with a stunning example of good practice.*

*The Rt. Hon Frank Field MP  
Chair of the APPG Hunger & Poverty (2017)*

## ABOUT THE ADVICE MANAGER POSITION

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The Advice Manager leads this advice service, bringing their experience, knowledge, dedication, and forward-thinking skills to help ensure the delivery of quality advice.

As a member of the Senior Management Team (SMT), you will:

- Oversee service delivery and performance
- Lead and develop a multidisciplinary team
- Ensure compliance with AQS and all regulatory standards
- Act as Designated Safeguarding Lead
- Contribute to organisational strategy and service development

This is a senior, high-impact role where decisions directly affect both client outcomes and organisational reputation. Success in the first 6–12 months will be reflected in a strong, trusted and credible advice service, demonstrated by:

- A high-performing, AQS-compliant advice service embedded and operating to a consistently high standard.
- Robust supervision, audit and quality assurance processes fully established and driving continuous improvement.
- A confident, supported and high-performing team with clear accountability and strong professional practice.
- Well-established referral pathways and strategic partnerships that enhance service reach and impact.
- Effective use of service data and insight to inform decision-making, improve delivery and evidence impact.
- Measurable and sustained improvements in client income, stability and access to advice.

## ROLE DESCRIPTION

<b>Reports to:</b>	Chief Executive
<b>Responsible for:</b>	Specialist benefits advisers, caseworkers, volunteers and/or trainees as applicable
<b>Location:</b>	First Love Foundation, East India
<b>Hours:</b>	Full time, 35 hours a week (4 days considered)
<b>Contract:</b>	Permanent

### **Purpose**

The Advice Manager will lead and develop a specialist legal benefits advice service, and as a member of the Senior Leadership Team, ensuring the delivery of high-quality, client-centred advice, casework and representation in relation to welfare benefits and associated matters.

They will provide operational leadership, line management and technical oversight to advisers, maintain quality and compliance standards, lead service development and contribute to strategic work aimed at maximising clients' income and improving outcomes for people facing poverty, ill health, disability or other disadvantage.

### **Key Responsibilities**

#### **Service Delivery and Casework**

- Lead day-to-day delivery of the specialist benefits advice service
- Oversee triage, case allocation and client flow
- Maintain a personal caseload of complex cases, including appeals and tribunal work
- Ensure timely, accessible and effective support for clients

#### **Leadership and Team Management**

- Line manage advisers, caseworkers and volunteers
- Lead recruitment, induction, performance management and appraisal
- Provide supervision, coaching and technical support
- Promote team wellbeing and continuous professional development

#### **Quality, Compliance and Safeguarding**

- Ensure full compliance with AQS and relevant regulations
- Act as Designated Safeguarding Lead
- Conduct file reviews, case audits and quality assurance activity
- Embed organisational policies including safeguarding, data protection and confidentiality

#### **Data, Performance and Insight**

- Oversee case recording, monitoring and evaluation systems
- Analyse service data, demand and outcomes using CRM tools
- Produce reports and insights for SMT, trustees and funders
- Use evidence to drive continuous improvement and service design

#### **Strategy, Partnerships and Service Development**

- Build relationships with statutory and community partners
- Develop pro bono and external professional support
- Lead outreach and awareness activity
- Contribute to service transformation, digital development and CRM optimisation

- Act as an ambassador for First Love Foundation
- Contribute to SMT planning, funding compliance and organisational strategy

#### **Core Competencies**

- **Leadership and Team Development** – builds, supports and inspires high-performing teams.
- **Judgment and Decision-Making** – confident handling of complex, high-risk cases.
- **Quality and Accountability** – commitment to high standards and compliance.
- **Strategic Thinking** – able to use data and insight to shape services.
- **Communication** – clear, persuasive and adaptable.
- **Values Alignment** – committed to social justice and organisational ethos.
- **Resilience and Adaptability** – thrives in a fast-paced, evolving environment.

## PERSON SPECIFICATION

SKILLS & EXPERIENCE		Ess	Des
1.1	3–4 years' experience providing specialist welfare benefits advice and casework, including complex cases, mandatory reconsiderations and appeals.	X	
1.2	Experience of successfully representing clients before the First-tier Tribunal or supporting tribunal advocacy.	X	
1.3	Experience of supervising, supporting or managing advice staff, volunteers or trainees within an advice, legal or support setting	X	
1.4	Demonstrable experience of quality assurance, file review, case audit or technical oversight within an advice or legal service.	X	
1.5	Excellent written and verbal communication skills, including the ability to draft persuasive submissions, correspondence and reports.	X	
1.6	Ability to manage competing priorities, allocate work effectively and maintain high standards in a busy and changeable environment.	X	
1.7	Experience of working to quality standards, contractual requirements or funded service targets.	X	
1.8	Strong understanding of safeguarding, confidentiality, equality, diversity and data protection in the context of advice work.	X	
1.9	Ability to analyse data, monitor performance and use evidence to improve service delivery.	X	
1.10	Good technical proficiency in Microsoft 365 applications and CRM systems, with the ability to use digital tools for case management, reporting, communication and service administration.	X	
1.11	Ability to deliver training and briefings, and cascade updates in welfare benefits law, policy and best practice to staff and volunteers.	X	
1.12	Commitment to social justice and to supporting people facing poverty, disability, ill health or exclusion	X	
1.13	Experience of working within the voluntary sector, legal aid environment, local authority, NHS or a regulated advice service	X	
1.14	Experience of service development, partnership working and funding or contract management.		X
1.15	Ability to leverage and manage pro bono input and external professional relationships to support complex casework and enhance service delivery.		X
1.16	Experience of leading or contributing to service transformation, digital improvement, CRM development or systems change within an advice, legal or community service environment.		X
1.17	Commitment to First Love Foundation's purpose, vision, values and aims.	X	
1.18	Willing to devote the time and effort needed to the role, including sharing relevant skills and expertise.	X	
1.19			

  

QUALIFICATIONS		Ess	Des
2.1	Relevant advice sector qualification or legal qualification i.e. NVQ Level 4 and above, or equivalent	X	
2.2	Designated Safeguarding Lead		X

  

KNOWLEDGE		Ess	Des
3.1	Understanding of the legal duties, responsibilities, and obligations of delivering specialist legal advice	X	

KNOWLEDGE		Ess	Des
3.2	Strong working knowledge of welfare benefits legislation, case law, guidance and tribunal processes, with the ability to apply legal and procedural knowledge accurately in practice.	X	
3.3	Knowledge of linked areas such as housing, debt, community care, employment or immigration where these intersect with benefits issues.		X
3.4	Working knowledge of the Advice Quality Standard (AQS) and experience of implementing, embedding or maintaining quality standards within an advice service.	X	
3.5	Understanding the Memorandum and Articles of Association.		X

OTHER REQUIREMENTS		Ess	Des
4.1	Willingness to support events, outreach activity, tribunal attendance and networking as required by the needs of the service.	X	
4.2	High levels of integrity and confidentiality.	X	
4.3	DBS Check: This will need to be undertaken in accordance with Safeguarding requirements as the role will involve working with sensitive information.	X	

## Benefits

- Salary: £39,000-£42,500 (depending on experience)
- 28 days' annual leave including statutory bank holidays
- Structured CPD, training and development opportunities.
- Pension scheme and private healthcare scheme
- Reflective practice
- Employee Assistance Programme (EAP) including counselling and wellbeing support
- Access to Perkbox and sector discounts.

Hybrid working available once the service is established; initial phase requires full-time, in-person presence.

## Additional Information

As a Christian organisation, the postholder will be expected to be embracing of our Christian ethos and work in line with our values, in addition to our policies and procedures (which including safeguarding, health and safety, equality and diversity, confidentiality and data protection).

## How to Apply

- Send your CV and a covering letter to [recruitment@firstlovefoundation.org.uk](mailto:recruitment@firstlovefoundation.org.uk) detailing how your experience and qualities meet the requirements of this role and why you are interested in the role.
- If you are interested, please submit your application as early as possible, since interviews will be held on a rolling basis.
- **The closing date will be 12pm on Tuesday 30<sup>th</sup> June, 2026.**

*Please note: We reserve the right to close this vacancy early if we receive sufficient applications for the role.*