

Job Profile

JOB TITLE:

Helpline Adviser

REPORTS TO:

Shift Lead

JOB PURPOSE:

The Helpline Adviser delivers high-quality, person-centred support to individuals affected by gambling harms through GamCare's integrated Helpline & Online Services. Working primarily across telephone, live chat, WhatsApp and warm transfer channels, the post holder provides information, emotional support, brief interventions, risk assessment and referrals to support positive outcomes for service users.

As part of a 24-hour multi-channel service, Helpline Advisers contribute to safe, effective and responsive support while maintaining safeguarding, confidentiality and organisational standards. The role works collaboratively with Online Advisers, volunteers, Shift Leads and partner organisations to improve accessibility, service quality and user experience.

The role requires professionalism, resilience and adaptability, balancing high-quality support with operational, quality and performance standards and contributing to service development through reflective practice, contact review outcomes and continuous improvement.

DIMENSIONS:

- Deliver direct support across Helpline and online contact channels.
- Meet agreed individual and team performance, quality and productivity standards.
- Maintain accurate case records and service user information.
- Contribute to safeguarding, risk management and incident reporting processes.
- Support safe, effective and inclusive service delivery across a 24/7 service.
- Contribute to team learning, reflective practice and service improvement.

INTERNAL AND EXTERNAL CONTACTS:

Internal

- Shift Leads for support, safeguarding advice, operational guidance and performance coaching.
- Service Managers and wider Helpline & Online Services Leadership Team.
- Online Advisers, volunteers and bank staff across Helpline & Online Services.
- Planning & Performance Team regarding service delivery, performance feedback and workforce activity.
- Service Improvement Facilitators regarding SOP updates, briefings and embedded learning.

- Quality, Safeguarding and Governance teams where required.

External

- Service users accessing support through Helpline and Online Services.
- Treatment providers, partner organisations and referral agencies.
- Statutory and emergency services where safeguarding or risk concerns require escalation.
- External stakeholders involved in supporting service users' recovery journeys.

Overall accountabilities:

Service delivery

- Deliver support, information, interventions and guidance to service users via telephone, live chat, WhatsApp and other assigned contact channels, responding professionally and empathetically to a wide range of presenting needs.
- Conduct initial assessments to understand an individual's circumstances, gambling-related harms, support needs, motivations for change and any barriers to engaging with support.
- Utilise motivational interviewing techniques and other approved intervention approaches to encourage reflection, build motivation and support individuals to take positive next steps.
- Provide accurate information on gambling harms, safer gambling tools, treatment pathways, self-exclusion schemes, financial support, debt advice and other relevant support services.
- Facilitate referrals into GamCare services and external partner organisations, ensuring service users receive timely access to the most appropriate support.
- Manage multiple contacts and enquiries throughout a shift, balancing quality, responsiveness and service demand while meeting agreed service standards.
- Tailor communication methods and intervention approaches to meet the needs of diverse communities, individuals in distress and those with additional support requirements.
- Contribute to positive service user experiences by delivering accessible, inclusive and person-centred support at every stage of the contact journey.

Safeguarding and Risk Management

- Carry out risk and safeguarding assessments during contacts, identifying indicators of vulnerability, escalation, self-harm, suicide risk, domestic abuse, concerns relating to children and other welfare risks.
- Take appropriate action to manage identified risks, including developing safety plans, consulting with senior colleagues and implementing safeguarding procedures where required.
- Escalate high-risk situations promptly in line with organisational policies, safeguarding

frameworks and service operating procedures.

- Record safeguarding concerns, risk assessments and actions accurately within case management systems to ensure clear clinical and operational oversight.
- Maintain professional boundaries while supporting individuals experiencing crisis, distress or complex circumstances.
- Handle sensitive personal information appropriately, maintaining confidentiality and complying with information governance, GDPR and organisational requirements.
- Follow all service operating procedures, escalation pathways and quality standards consistently across all contact channels.

Quality, Performance and Learning

- Maintain accurate, timely and comprehensive records of all service user interactions, assessments, referrals, safeguarding actions and outcomes within the designated systems.
- Deliver support in line with service standards, contractual requirements, policies, procedures and evidence-based practice.
- Participate in contact monitoring, quality assurance reviews, audits, supervision sessions and reflective practice activities to continuously develop performance.
- Actively use feedback from audits, quality reviews, service users and managers to strengthen practice and improve outcomes.
- Monitor personal performance against agreed objectives, productivity measures, quality standards and development goals.
- Identify and share emerging themes, service user trends, barriers to support and opportunities for service improvement with managers and wider teams.
- Complete mandatory training, CPD activities and learning requirements to maintain professional knowledge and competence.

Team Working and Service Development

- Work closely with Helpline Advisors, Online Practitioners, Shift Leads, volunteers and managers to ensure continuity of support and effective service delivery across all channels.
- Share knowledge, learning and best practice with colleagues, supporting a consistent approach to service delivery, safeguarding and intervention practice.
- Provide guidance and informal support to volunteers and new starters, modelling expected standards of professionalism, service delivery and record keeping.
- Engage positively with service developments, new initiatives, system changes and improvements to ways of working.
- Contribute feedback on processes, systems, policies and service developments, helping to identify opportunities to improve service user experience and operational effectiveness.
- Work collaboratively with Planning & Performance, Quality, Safeguarding and Service Improvement colleagues by implementing agreed actions, responding to learning themes and supporting continuous improvement activity.
- Promote a positive, inclusive and recovery-focused culture that supports both colleagues and service users.

Person specification – essential criteria

- Experience delivering support, advice, guidance, customer service or interventions within a helpline, online, health, social care or related environment.
- Ability to build rapport and communicate effectively with individuals experiencing distress, vulnerability or complex needs while maintaining boundaries.
- Knowledge of safeguarding, risk management, confidentiality and information governance.
- Ability to deliver empathetic support confidently across telephone-based and digital communication channels.
- Strong organisational, digital and record-keeping skills, including accurate use of CRM and case management systems.
- Commitment to continuous learning, teamwork and safe, high-quality, person-centred services.
- Excellent spoken and written English, with the ability to communicate clearly and accurately
- Demonstrates empathy, compassion and active listening when supporting individuals experiencing distress, vulnerability or crisis.
- Resilient and able to maintain professional effectiveness and wellbeing when working with emotionally challenging situations.
- Able to remain calm, focused and make sound judgements under pressure.
- Demonstrates self-awareness and commitment to reflective practice, learning and continuous improvement.
- Works collaboratively and positively with colleagues, volunteers and managers to achieve shared objectives.
- Adaptable and able to respond effectively to changing priorities, service demands and operational requirements.
- Committed to equality, diversity and inclusion, with the ability to work effectively with people from a wide range of backgrounds and experiences.
- Open to feedback and able to use coaching, quality reviews and supervision to improve performance.

Circumstances:

- Able to attend meetings, training, workshops and organisational events outside normal working hours where required.
- Helpline & Online Services operates across a 24-hour, seven-day-a-week service. Colleagues are expected to work flexibly to maintain visibility, connection and engagement across different shifts, teams and service areas.
- Builds and maintains effective working relationships with colleagues working across a range of shifts, locations and service areas, contributing to a positive, collaborative and integrated service culture.

- Ability to travel occasionally to GamCare offices, events, meetings and external stakeholder activities as required.

To be noted:

This job description will be reviewed regularly. Any changes will be discussed with the post holder. This is not an exhaustive list of duties and responsibilities the post holder may be required to undertake other duties which fall within the grade of the job, in discussion with your line manager.