

Job Profile

JOB TITLE:

Helpline Service Manager

REPORTS TO:

Senior Helpline Manager

JOB PURPOSE:

The Helpline Service Manager is responsible for the leadership, performance and continuous development of a defined area of GamCare's Helpline service, ensuring the delivery of safe, effective and person-centred support for people affected by gambling harms.

Leading a team of Shift Leads, the post holder is accountable for workforce performance, service quality, employee engagement and consistent delivery of organisational standards across their service area. The role translates service strategy, performance insight and workforce plans into day-to-day management action.

The Helpline Service Manager works closely with Shift Leads to ensure consistent operational delivery and with the Planning & Performance function to understand team performance, contact review findings, workforce risks and service improvement priorities.

DIMENSIONS:

- Direct reports: Shift Leads.
- Indirect responsibility for Helpline Advisers, Bank Advisers and Sessional Advisers within allocated teams.
- Accountable for workforce performance, service quality and contractual KPI delivery across allocated teams.
- Responsible for employee relations, workforce effectiveness and operational performance within designated service areas.
- Supports delivery of a 24-hour, 365-day Helpline service.
- Contributes to action plans, improvement activity and service performance governance.

INTERNAL AND EXTERNAL CONTACTS:

Internal

- Senior Helpline Manager and wider Helpline & Online Services Leadership Team.
- Shift Leads and operational teams across Helpline and Online Services.
- Planning & Performance Team regarding demand management, workforce utilization, forecasting and operational performance.
- Service Improvement Facilitators regarding SOP implementation, briefings and embedded learning.

- HR and Learning & Development teams regarding employee relations, recruitment, attendance management and staff development.
- Quality, Governance, Safeguarding, Digital, Data and Technology teams where relevant.

External

- Commissioners and funders as required.
- Treatment providers and external partners.
- Safeguarding and statutory agencies.
- External service delivery partners and suppliers.

Overall accountabilities:

People leadership and culture

- Hold regular one-to-one meetings, supervision sessions and performance reviews with Shift Leads to monitor service delivery, wellbeing, performance, attendance, conduct and development needs, ensuring consistent leadership and effective team management.
- Provide coaching, guidance and support to Shift Leads on people management matters, helping them manage performance, quality concerns, safeguarding issues and employee relations cases confidently and consistently.
- Lead team meetings, briefings and communication activities to ensure organisational priorities, service updates, learning outcomes and operational changes are understood and embedded across teams.
- Monitor engagement, morale and wellbeing across allocated teams, using feedback, supervision discussions, surveys and other indicators to identify concerns and implement appropriate support.
- Support recruitment, onboarding, probation management and career development activities to ensure teams are equipped with the skills and knowledge required to deliver high-quality services.
- Identify and develop talent within teams, creating opportunities for progression, succession planning and leadership development to strengthen future service resilience.
- Lead and support teams through organisational change, ensuring colleagues understand the rationale for change, have opportunities to contribute feedback and receive appropriate support throughout implementation.

Service Performance and Accountability

- Monitor individual, team and service performance using operational dashboards, contact volumes, quality results, service standards and KPI reports to identify trends, risks and areas requiring intervention.

- Hold Shift Leads accountable for team performance through regular performance discussions, action planning and review meetings, ensuring agreed objectives and service standards are achieved.
- Review quality assurance outcomes, contact monitoring results, complaints, incidents and service user feedback to identify recurring themes and drive improvements in practice.
- Work with Planning & Performance colleagues to analyse demand, productivity, accessibility and service outcomes, using data to inform operational decisions and resource allocation.
- Develop, monitor and oversee performance improvement plans where required, providing coaching, support and clear expectations to improve individual and team performance.
- Ensure learning from audits, quality reviews, safeguarding activity, incidents and service feedback is translated into practical actions and embedded within day-to-day operations.
- Produce reports, updates and performance summaries for senior leadership, governance forums and service meetings, highlighting achievements, risks, challenges and proposed actions.

Workforce Management and Operational Effectiveness

- Review staffing levels, schedules, annual leave, absence trends and rota performance to ensure sufficient resource is available to meet service demand and contractual requirements.
- Work with Resource Planning colleagues to proactively identify staffing risks, recruitment requirements and capacity challenges, implementing solutions to maintain service continuity.
- Manage employee relations matters including absence management, wellbeing concerns, performance issues, conduct matters and workplace adjustments, working closely with HR to ensure policies are applied fairly and consistently.
- Authorise and oversee workforce-related processes including probation reviews, flexible working requests, return-to-work meetings and capability management processes.
- Monitor workforce data and people metrics to identify trends affecting performance, retention, engagement or wellbeing and implement appropriate improvement plans.
- Support business continuity planning and operational resilience by ensuring teams are prepared to respond effectively to service pressures, incidents and unexpected changes in demand.

Quality, Safeguarding and Service Development

- Provide management oversight of safeguarding, risk management and incident processes, ensuring concerns are reviewed, escalated appropriately and resolved in line with organisational requirements.

- Review safeguarding activity, incident reports, complaints and quality assurance findings to identify themes, risks and learning opportunities that require management action.
- Conduct quality reviews, case audits and practice discussions with Shift Leads to ensure consistent application of policies, procedures and service standards.
- Monitor action plans arising from audits, complaints, incidents, safeguarding reviews and governance activity, ensuring actions are completed, evidenced and embedded within practice.
- Work with Quality, Safeguarding, Service Improvement and Operational colleagues to implement new processes, guidance, systems and service developments across teams.
- Support the evaluation of service improvements by gathering feedback, reviewing performance data and assessing operational impacts to inform future developments.
- Represent the service at internal and external meetings, projects and working groups, contributing operational expertise and ensuring agreed actions are implemented within teams.

Person specification – essential criteria

- Experience of leading managers, team leaders or supervisors within a complex operational, helpline, contact centre, health, social care or commissioned service environment.
- Knowledge of safeguarding, risk management, quality assurance and workforce management within a support service environment.
- Experience of managing employee relations matters, workforce performance and organisational change.
- Understanding of operational performance management, demand and capacity planning and continuous improvement.
- Ability to lead through others, creating accountability, visibility and high performance across multiple teams.
- Ability to use operational data, workforce insight and stakeholder relationships to improve performance and deliver priorities.
- Excellent spoken and written English, with the ability to communicate clearly and accurately
- Able to build trust, credibility and accountability through others.
- Confident having constructive conversations about performance, conduct, attendance, wellbeing and service standards.
- Able to remain calm and make sound decisions when managing operational, safeguarding, workforce or employee relations risks.
- Demonstrates empathy, resilience and emotional intelligence when supporting managers and teams working in a demanding 24/7 service.
- Able to communicate clearly across different shifts, teams and working patterns, ensuring colleagues remain informed, engaged and connected.

- Comfortable using feedback, quality reviews and performance insight to coach others and improve practice.

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.
- Participation in an on-call rota where 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.