

Job Profile

JOB TITLE:

Online Adviser

REPORTS TO:

Online Service Manager

JOB PURPOSE:

The Online Adviser is responsible for delivering high-quality, person-centred support to individuals affected by gambling harms through a range of digital and remote channels. The role provides information, advice, emotional support, brief interventions and signposting to ensure service users receive safe, effective and non-judgemental support.

Online Advisers operate across bookable appointments, forums, chatrooms, email, telephone support and other digital services. The role contributes to delivery, moderation and development of online support activity, helping people access support when and where they need it.

The service operates seven days per week and the post holder works a rota pattern covering operating hours between 7:00am and 12:00 midnight, Monday to Sunday.

DIMENSIONS:

- Deliver support across a range of online and digital channels.
- Meet agreed performance, quality and productivity standards.
- Contribute to forums, chatrooms, groups and other planned online activities.
- Support safe, effective and responsive online service delivery.
- Contribute to service improvement and digital development.
- Work with staff and volunteers to support integrated online delivery.

INTERNAL AND EXTERNAL CONTACTS:

Internal

- Shift Leads, Service Managers and colleagues across Helpline & Online Services.
- Volunteers, peer supporters and bank or sessional colleagues.
- User Experience Lead and Content Creator where content or platform improvements are relevant.
- Planning & Performance Team regarding performance, quality, demand and improvement.
- Service Improvement Facilitators regarding SOP updates, briefings and embedded learning.
- Safeguarding, Quality and Governance colleagues where required.

External

- Service users accessing support through multiple digital channels.
- External agencies and partner organisations where appropriate.
- Statutory and emergency services where safeguarding or risk concerns require escalation.

Overall accountabilities:

Digital and online support delivery

- Deliver advice, information and structured support primarily through digital channels, including live chat, forums, chatrooms, email, SMS, appointments and other online platforms, adapting communication style to meet individual needs.
- Conduct initial assessments to understand presenting issues, identify support needs and ensure service users can access the most appropriate support, information or referral pathway.
- Facilitate and moderate online communities, discussion forums, chatrooms and digital groups, encouraging safe, supportive and recovery-focused engagement.
- Deliver interventions, practical guidance and motivational support that help service users manage gambling harms and progress towards their personal goals.
- Build positive online relationships with service users through inclusive, empathetic and professional communication, creating a welcoming and supportive digital environment.
- Support user engagement and retention by responding promptly to enquiries, encouraging continued participation and helping service users navigate available resources and support options.

Safeguarding, risk and moderation

- Identify, assess and respond appropriately to safeguarding concerns, welfare needs, risk indicators and disclosures received through online and digital channels.
- Apply safeguarding, risk management and crisis intervention procedures consistently, taking appropriate action to protect service users and others where concerns are identified.
- Maintain professional boundaries across all digital interactions, ensuring communication remains safe, ethical and aligned with organisational standards.
- Monitor and moderate forums, chatrooms and other online spaces to ensure they remain safe, inclusive and supportive environments for all users.
- Escalate safeguarding concerns, high-risk situations, moderation issues and emerging trends to Shift Leads or managers in line with agreed processes.
- Contribute to the development of safe online communities by identifying risks, addressing inappropriate content and promoting positive user engagement.

Quality, Records and Continuous Improvement

- Maintain accurate, timely and comprehensive records within relevant systems,

ensuring all interactions, actions and outcomes are documented to organisational standards.

- Deliver support in line with quality standards, service policies, KPIs and operational expectations, ensuring a consistent and high-quality user experience.
- Participate in supervision, quality assurance reviews, reflective practice, training and continuous professional development activities, applying learning to improve practice.
- Support online service development by contributing feedback on user needs, service trends, digital engagement and opportunities to improve support delivery.
- Identify and report platform issues, user experience barriers and operational challenges, contributing to the continuous improvement of Online Services.
- Contribute to testing, piloting and embedding new digital tools, resources and ways of working, helping ensure services remain effective, accessible and responsive to user needs.

Person specification – essential criteria

- Experience providing support, advice, customer service or interventions in a digital, remote or client-facing environment.
- Strong written and verbal communication skills, with the ability to engage clearly, sensitively, and inclusively across online channels.
- Understanding of gambling harms, addiction, mental health, safeguarding or related support needs.
- Ability to manage sensitive, complex or challenging interactions while maintaining boundaries, resilience and a non-judgemental approach.
- Strong IT, administration and record keeping skills, with the ability to work accurately across multiple systems and maintain clear case records.
- Ability to assess service user needs, identify risk, provide appropriate information or brief support, and signpost or refer to relevant services.
- Ability to recognise safeguarding, welfare or risk concerns and follow policies, procedures and escalation routes appropriately.
- Confidence to facilitate or moderate online activity, including forums, chatrooms or groups, while maintaining safe and respectful digital spaces.
- Ability to work to agreed quality standards, operational procedures, KPIs and performance expectations.
- Willingness to participate in supervision, training, quality assurance and continuous improvement activity.
- Flexibility to work a rota covering service hours up to midnight, Monday to Sunday, including evenings, weekends and bank holidays.

Circumstances:

- 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.