

Quality Coach

Job pack

Thanks for your interest in working at Citizens Advice Sandwell & Walsall. This job pack should give you everything you need to know to apply for this role and what it means to work at Citizens Advice Sandwell & Walsall.

Want to chat about this role?

If you would like to chat about this role further, you can contact us at:
staffrecruitment@citizensadvice-sandwell-walsall.org

How to apply?

If you are interested in this opportunity, please submit:

- An up to date CV and
- A covering letter (maximum two A4 pages explaining how your skills, knowledge and experience meet the requirements of the person specification)

Please ensure your covering letter provides clear examples of how you meet the essential criteria outlined in the person specification. Shortlisting will be based on the information provided in applicants CV and covering letter.

Who We Are

At Citizens Advice Sandwell & Walsall, we are proud to be The **People's Champion**. Every day we stand alongside people in our communities, providing free, confidential and impartial advice that helps people understand their rights, overcome challenges and build a better future.

Our work is driven by a simple purpose: to make a positive difference to the lives of the people we serve. Whether we're supporting someone with debt, housing, benefits, employment or consumer issues, we are committed to delivering a service that is compassionate, professional and accessible to everyone.

Everything we do is guided by **Our Roots**, these are our values that shape our culture, our decisions and the way we work together.



We build confidence through honesty, integrity and reliability



We welcome, value and support everyone, embracing diversity and ensuring every voice is heard



We treat everyone with kindness, dignity and understanding, recognising the value of every individual.



We enable people to make informed decisions, develop their confidence and achieve positive outcomes.



We are committed to learning, improving and embracing change so we can continue to meet the needs of our communities.



Our Roots are more than just values, they are the foundation of who we are. They guide how we support our clients, collaborate with colleagues and build strong partnerships across our communities.

If you share our passion for helping others and want to be part of a team that lives its values every day, we'd love to welcome you to Citizens Advice Sandwell & Walsall.

Our Vision

To help create a society where people face fewer problems and everyone has the knowledge, confidence and support they need to move forward.

As **The People's Champions**, we are committed to empowering individuals, strengthening our communities and using our insight to influence positive change. Every day, we work to ensure that everyone can access free, confidential, independent and impartial advice when they need it most.

Our Organisation and Services

Citizens Advice Sandwell & Walsall is one of the largest local Citizens Advice within the West Midlands Combined Authority. We support over **18,000 residents each year**, helping people resolve more than **65,000 issues**, and secure over **£12 million in confirmed gains**.

Our organisation employs **72 paid colleagues** and is supported by **40 dedicated volunteers** who are committed to making a real difference within our communities. We are anticipating our FTE will be **95** moving into 2027/2028 Financial Year. **This would be a 45% increase in 2 years.**

Our four key service areas are **Debt, Welfare Benefits, Employability and Quality**. Alongside these, we deliver a wide range of specialist services including housing advice, energy advice, energy debt support and generalist advice. **Debt is our largest area of delivery**, with a team of over 20 colleagues supporting clients with a broad range of debt and financial capability needs.

Quality sits at the heart of everything we do. We have an in-house Quality Team that provides case checking, coaching, guidance and training, ensuring colleagues are supported to deliver consistently high standards of advice and excellent customer outcomes.

We provide flexible, accessible services through a **multi-channel delivery model**, enabling residents to access support face-to-face, by telephone, online and via video appointments, ensuring our services remain inclusive and responsive to client needs. We still have our doors open to residents every day.

Over the last 18 months, we have experienced significant growth, **securing more than £1 million** of additional funding to expand our services and reach more communities. This growth is set to continue as we lead several regional opportunities that will transform both the scale of our organisation and the way we deliver services. We are also working with our local partners in Sandwell and Walsall on opportunities which will strengthen our offer to residents focusing on resilience. As we enter this next phase, our focus is on strengthening operational delivery, embedding robust contract management, implementing technology to gain efficiencies and creating a future-ready operating model capable of supporting sustainable growth.

Our colleagues are central to our success. We are committed to creating a positive, inclusive and engaging workplace where people can thrive. In our **2025 People Survey**, **over 90% of colleagues** would recommend us as a great place to work. From the 2025 Survey, a colleague lead forum, **Our CA, Our SAY** has been set up which allows everyone the opportunity to influence organisational decisions, share ideas and help shape the future of Citizens Advice Sandwell & Walsall. We have invested over **£60,000** in the last year in a Technology upgrade to support the wellbeing of our colleagues so that they have the tools they need to do their role effectively. We want to build on this as we move forward with AI and other emerging technologies to support the overall wellbeing of our people so they can spend more time supporting their clients.

This is an exciting time to join the organisation. As we continue to grow, innovate and transform, you will play a key role in helping us deliver our vision of being The People's Champion, providing advice and support that empowers our communities to thrive.



The role

Hours	37 hours
Salary	£29,950 per year
Contract	Fixed term - 31st December 2027
Location	Sandwell and Walsall
Closing Date	25th September 2026 at 11:59pm
Interview Date	7th October 2026

Job Purpose

The Quality Coach plays a key role in ensuring the organisation delivers high-quality, consistent and compliant advice services that achieve positive outcomes for clients. Working closely with managers, advisers and volunteers, the postholder will lead on quality assurance activities, monitor the standard of advice provided and support the continuous development of individuals and teams to maintain excellent service delivery.

The role is responsible for promoting a culture of learning and continuous improvement, ensuring services meet the Citizens Advice Quality of Advice standards, organisational policies and funder requirements. Through coaching, feedback, training and quality monitoring, the Quality Coach will help embed best practice, strengthen performance and support the effective operational delivery of advice services across the organisation.

Key Responsibilities

Quality Assurance & Compliance

- Monitor and review case records, advice and calls of designated staff and volunteers to ensure they meet Quality of Advice (QAA) standards, service level agreements and funder requirements across multiple funding streams.
- Ensure compliance with the Quality of Advice Standard, organisational policies, procedures and relevant legislation.
- Support managers in delivering and monitoring QAA requirements and participate fully in QAA workshops, meetings and organisational quality

processes.

- Lead on promoting high-quality advice by supporting and mentoring staff and volunteers to meet required standards.
- Identify quality, compliance and developmental issues, escalating concerns where necessary to prevent client detriment.
- Develop and implement quality improvement plans for individuals, teams and specific funding streams where required.
- Ensure case management systems are used effectively and maintained for case recording, statistics, follow-up work and quality monitoring.
- Maintain up-to-date technical knowledge and promote best practice across advice services.

Coaching, Learning & Development

- Provide timely coaching, mentoring and constructive feedback to staff and volunteers to improve technical knowledge, skills and confidence.
- Observe advisers and trainees in practice, providing objective developmental feedback.
- Identify individual and team learning and development needs.
- Contribute to the organisation's learning and development plan by delivering or coordinating one-to-one coaching sessions, workshops and training opportunities.
- Design, develop and deliver Quality of Advice (QAA) and other technical training as required.
- Foster a positive learning culture that supports continuous improvement and high-quality service delivery.

Performance, Reporting & Administration

- Compile and submit monthly quality monitoring information to support organisational reporting.
- Maintain accurate records and ensure all work complies with organisational systems and procedures.
- Produce reports and analyse quality data to identify trends and areas for improvement.
- Promote effective internal and external referral processes.
- Attend relevant internal and external meetings as agreed with the line manager.

Research & Campaigns

- Contribute to the organisation's Research and Campaigns work by identifying trends and emerging issues through quality assurance activities.
- Share information and evidence to support research and campaigns initiatives that influence service improvement and wider policy.

Equality, Collaboration & Professional Standards

- Promote equality, diversity, inclusion and dignity at work in all aspects of the role.
- Build positive working relationships with colleagues, volunteers and stakeholders to support effective service delivery.
- Complete mandatory training and maintain knowledge of relevant legislation, policies and procedures.
- Undertake any other duties within the scope of the role that support the effective delivery and continuous development of the service.

Learning, Development and Training

- Keep up to date with legislation, case law, policies and procedures relating to the role and service needs
- To keep up to date with the company's mandatory training requirements keeping own CPD up to date as required
- Read relevant publications.
- Attend relevant internal and external meetings as agreed with the line manager.
- Prepare for and attend supervision sessions/team meetings and forums as appropriate.
- Assist with Service initiatives for the improvement of services.

Other duties and responsibilities

- Carry out tasks that may be asked of you by your line manager to ensure the effective delivery and development of the service needs.
- Abide by health and safety guidelines and share responsibility for own safety and that of colleagues
- Understanding of and commitment to the aims and principles of the CAS&W service including our Roots values as well as our equality and diversity policies

Other such duties may be required from time to time due to business needs, which are consistent with the Job Purpose.

Quality Assurance & File Reviews

- Undertake a minimum of one Independent File Review (IFR) alongside dip checks for each adviser every month (on open or closed cases, excluding DAT/equivalent triage assessment-only files). The number of reviews may increase in line with team performance, quality trends, or project requirements.
- Review cases for accuracy and complete any required corrective actions before confirming advice letters to clients.
- Ensure case notes are accurate, up to date, and reflect the advice provided and actions taken.

- Provide constructive verbal and written feedback following IFRs, dip checks, case reviews, and supervised interviews.

Technical Support & Adviser Development

- Support debt advisers to ensure advice provided to clients is accurate, effective, and tailored to individual circumstances.
- Provide real-time technical support and guidance, including assistance with complex cases and directing advisers to appropriate sources of information.
- Identify technical knowledge gaps and soft skill development needs through quality monitoring.
- Deliver coaching and mentoring to support continuous improvement in technical knowledge, quality standards, and adviser confidence.
- Provide timely feedback and ongoing support to help advisers improve and maintain high-quality performance.

Compliance & Quality Standards

- Maintain a comprehensive understanding of MaPS quality requirements, including IFR criteria, Consumer Duty, and other applicable guidance.
- Ensure compliance with the Advice Quality Standard (AQS), MaPS standards, and all relevant regulatory requirements.
- Attend IFR standardisation meetings to ensure quality assessments are consistent and aligned across technical supervisors.
- Keep technical knowledge and regulatory awareness up to date to ensure advice remains accurate and compliant.

Learning, Development and Training

- Keep up to date with legislation, case law, policies and procedures relating to the role and service needs
- To keep up to date with the company's mandatory training requirements keeping own CPD up to date as required
- Read relevant publications.
- Attend relevant internal and external meetings as agreed with the line manager.
- Prepare for and attend supervision sessions/team meetings and forums as appropriate.
- Assist with Service initiatives for the improvement of services.

Other duties and responsibilities

- Carry out tasks that may be asked of you by your line manager to ensure the effective delivery and development of the service needs.
- Abide by health and safety guidelines and share responsibility for own safety and

that of colleagues

- Occasional evening and weekend availability will be required.
- Understanding of and commitment to the aims and principles of the CAS&W service including our Roots values as well as our equality and diversity policies

Other such duties may be required from time to time due to business needs, which are consistent with the Job Purpose.

Person specification

	Essential	Method of assessment
Experience	• Experience working in an advice-giving environment, holding the Adviser Learning Programme (ALP) or equivalent. • Experience of monitoring, reviewing and evaluating casework quality across multiple funding streams in line with QAA standards. • Experience of supporting, supervising, coaching and motivating staff and volunteers. • Experience of identifying learning and development needs and delivering training, facilitation or coaching. • Experience of leading team meetings and providing objective, constructive feedback. • Experience of delivering advice through a range of channels, including telephone and webchat.	A/I
Knowledge	• Knowledge of the Citizens Advice Quality Assurance (QAA) framework and advice standards. • Knowledge of advice-giving principles, procedures and best practice. • Knowledge of confidentiality, data protection and information governance requirements. • Knowledge of equality, diversity and inclusion principles and their application in service delivery. • Knowledge of organisational policies,	A/I

	procedures and the aims and principles of the Citizens Advice service. • Knowledge of case management systems, performance monitoring and reporting.	
Skills	• Excellent verbal and written communication skills, with the ability to explain complex information clearly. • Strong listening and questioning skills, particularly when supporting vulnerable clients. • Ability to provide constructive feedback and coach others to improve performance. • Strong organisational skills with the ability to prioritise workloads and meet deadlines. • Competent IT skills, including the use of case management systems and digital platforms. • Ability to analyse statistics and performance data and produce clear written and verbal reports. • Ability to challenge poor practice professionally and support continuous service improvement.	A/I
Qualities	• A commitment to delivering high-quality advice and excellent client service. • Empathetic, supportive and client-focused approach, particularly when working with vulnerable people. • Positive, collaborative and empowering approach to supporting colleagues and volunteers. • Commitment to equality, diversity and inclusive practice. • Professional, trustworthy and able to maintain confidentiality. • Flexible and adaptable, with a willingness to embrace change and new ways of working.	A/I
Learning	• Commitment to continuous professional development and maintaining technical knowledge. • Willingness to attend training, meetings and development activities. • Openness to learning new systems, processes and ways of working.	A/I

	• Commitment to sharing knowledge and supporting the development of others.	
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What We Offer Our Colleagues

At Citizens Advice Sandwell & Walsall, we know that our colleagues are at the heart of everything we do. That's why we're committed to creating a supportive, inclusive workplace where you can thrive, grow and make a meaningful difference every day.

As **The People's Champions**, we believe in recognising and rewarding the dedication of our colleagues. From generous annual leave and flexible working to wellbeing support and professional development, we offer a range of benefits designed to support you both in and outside of work.

Our Benefits

- **Generous Annual Leave** – Enjoy 26 days' annual leave plus bank holidays. Your entitlement increases to 31 days after five years' service and 33 days after ten years' service.
- **Flexible Working** – We recognise the importance of work-life balance and offer flexible working arrangements where business needs allow.
- **Competitive Pension Scheme** – Helping you build a secure future.
- **Paid Volunteering Day** – One fully paid day each year to volunteer for a cause that matters to you.
- **Blue Light Card** – All paid colleagues are eligible to apply for a Blue Light Card, giving access to discounts on shopping, dining, travel, entertainment and much more.
- **Annual Pay Review** – We review pay annually to help ensure it remains fair and competitive.
- **Health & Wellbeing Support** – Access to our Employee Assistance Programme (EAP), providing free and confidential advice and support.
- **Learning & Development** – We invest in your future through training opportunities, professional qualifications and ongoing personal development.

Supporting Every Colleague

We're committed to creating a workplace where everyone feels respected, valued and supported. Our inclusive policies help colleagues through different stages of life and reflect our commitment to equality, diversity and inclusion.

- **Carers' Policy** – Up to three days' paid carers' leave and five days' unpaid carers' leave within a 12-month period.
- **Menopause Policy** – Providing guidance, understanding and practical support for colleagues experiencing menopause.
- **Trans Inclusion Policy** – Creating an inclusive workplace where colleagues of all gender identities feel safe, respected and empowered to be themselves.

How to apply?

If you are interested in this opportunity, please submit:

- An up-to-date CV and
- A covering letter (maximum two A4 pages) explaining how your skills, knowledge and experience meet the requirements of the Person Specification and why you are suitable for the role.

Please ensure your covering letter provides clear examples of how you meet the essential criteria outlined in the Person Specification. Shortlisting will be based on the information provided in your CV and covering letter.

If you require any adjustments or support to help you with your application, please don't hesitate to contact us at 07483368469 or via email at:

staffrecruitment@citizensadviceandwell-walsall.org

Applicants must have the legal right to work in the UK. As part of our recruitment process, you will be required to provide evidence of your right to work before employment can commence. Please note that proof of eligibility will be requested at the interview stage.

Wishing you all the best with your application!