



HILLINGDON

LONDON

Job Profile

March 2026

JOB TITLE: Income Maximisation Apprentice

GRADE: Apprentice Level 3

POST NO: Post specific

JOB TIER: 5 (Non-management)

DBS CHECK: Basic

DIRECTORATE: Homes and Communities

SERVICE: Homes and Neighbourhoods

Reports to: Income Maximisation Manager

Direct Reports: None

Indirect Reports: None

ROLE PURPOSE:

To provide professional and courteous customer service to LBH residents and partner organisations; actively supporting the Council's aim to resolve customer queries accurately and efficiently at first point of contact.

The Income Maximisation Apprentice will also support the council's Income Maximisation Team in helping tenants access financial support, welfare benefits, while also assisting with rent collection and arrears prevention. The apprentice will contribute to promoting financial resilience, and ensuring tenants maintain their tenancies.

A. Job Description

1. Resident & Community Contribution

- To demonstrate understanding of the Council's *Customer Care Standards* and ensure that these standards are met in order to deliver the Council vision of 'putting our residents first'.
- Act as first point of contact for incoming queries to the Income Maximisation Team, via various forms of media / communication i.e. telephone, email.
- Resolve standard customer queries received by telephone or through e-transactions promptly and accurately, using established procedures or readily available guidance.
- Escalate non standard queries to the appropriate next level promptly, keeping the customer aware of the action being taken.
- Contribute to the delivery of the five commitments to residents from the Council Strategy.

2. People Management

- No direct supervisory responsibility.

3. Operational Service Delivery

- Assist the team to meet the Council's customer service standards. Always use the appropriate greeting, including name, and ensure that a positive image of Hillingdon council is provided.
- Operate and navigate a variety of computer systems, logging data and updating records simultaneously when dealing with the customer query. Ensure all data is held in compliance with Data Protection and GDPR requirements.
- Signpost customers to appropriate sources of information on the council's internet, or other relevant outside agencies i.e. DWP, Court service, CAB etc.
- Assist with carrying out customer verifications and issue communications to customers, using plain English.
- Play an active role within the wider team undertaking general daily administrative tasks including data entry, scanning, organising meetings and research.

- Assist in monitoring rent accounts and identifying early signs of arrears.
- Adhere to the team's duty rota ensuring that business service hours are fully covered.

4. Service Planning & Development

- Maintain knowledge of the current Team Plan and understanding of own contribution in order to ensure delivery of this plan.
- Input actively to any Service Level Agreements (SLAs) covering all aspects of service delivery, including performance and response levels.
- To rotate between various tasks such as dealing with enquiries, non-complex case resolution, and general administration duties as required.

5. Financial & Resource Management

- Ensure all purchasing and procurement is conducted in line with the corporate guidelines with appropriate use of the Council's financial systems.
- Be financially conscious and ensure that spending and resources are managed efficiently. This includes managing time, avoiding unnecessary waste, to reduce financial impact.

6. Service Improvement

- Regularly consider work flows and processes and contribute ideas for service improvement.
- To identify and suggest any improvements to current ways of working in order to deliver a more efficient and effective service for customers.
- Implement and champion agreed new ways of working to improve customer service.
- Actively participate in the implementation of improvement initiatives and change programmes using the Council's project management, service improvement methodologies and operating model.
- When required and as part of flexible working – to work within other Services and Directorates in support of the Council's overall objectives and projects.

7. Contacts

- **Internal:** All council staff up to and including Heads of Service, Assistant Directors and Corporate Directors as required.

- **External:** Residents of the London Borough of Hillingdon. Members of the public. Councillors and MPs. Agencies and companies associated with Council activities.

8. Additional Responsibilities

- Adopt the professional characteristics of people working within the Housing Management Service as reflected in the Chartered Institute of Housing Professional Standards.
- Contribute to the outcomes on the Housing and Homelessness Prevention and Rough Sleeping Review Strategies.
- Complete other reasonable tasks in order to fulfil role purpose or as instructed by management.

9. Key Performance Indicators

- To be first point of contact and deliver a high quality customer focused environment across all forms of methods and media that is professional, friendly, efficient and effective.
- Actively support a 'Rent First' ethos by positively influencing residents to migrate to more convenient methods of payment and reprioritise other debts.
- To raise awareness and identify areas of opportunities for increased accessibility.
- Deliver the agreed Personal Appraisal Goals.

This profile and job description is not intended to be an exhaustive list of duties the post holder will carry out. Other reasonable duties commensurate with the level of the post, including supporting emergency and priority situations, will form part of this role.

B. Person Specification

Income Maximisation Apprentice

This person specification will be used for recruitment to the **Income Maximisation Apprentice** vacancy in LBH. It will form the basis of the application form, and candidates will be also assessed against aspects of this person specification at interview.

1. QUALIFICATIONS	ESSENTIAL ✓	DESIRABLE ✓
5 GCSEs (Grade A*-C) or equivalent <i>(If the above requirement cannot be met, you must demonstrate in your application the ability/willingness to complete Functional Skills English and/or Maths at the required level before the end point assessment)</i>	✓	
Willingness to study towards relevant professional qualification.	✓	
An equivalent or higher qualification in the same profession (Customer Services) cannot be held.	✓	
2. STATUTORY or ROLE SPECIFIC REQUIREMENTS	ESSENTIAL ✓	DESIRABLE ✓
Ability to work flexibly to meet the needs of the service including varying start and finish times as required.	✓	
Commitment to completing apprenticeship training and attending required sessions.	✓	
Interest in developing a career in the field of Housing Management Services.	✓	
3. EXPERIENCE	ESSENTIAL ✓	DESIRABLE ✓
Experience of working in a busy pressurised environment.		✓
Experience of working as a first point of contact.		✓
Demonstrable skills in Customer Service.		✓
Awareness of rent payment processes, arrears management, and the importance of sustaining tenancies.		✓
4. KNOWLEDGE & SKILLS	ESSENTIAL ✓	DESIRABLE ✓
Understanding of relevant legislation such as the Welfare Reform Act, Housing Act, and policies governing income recovery, benefits entitlement, and tenancy management.		✓

Strong system navigation and keyboard skills.	✓	
Knowledge of IT software such as Microsoft Office systems such as Word, Excel, and PowerPoint.	✓	
Good verbal and written communication skills.	✓	
Ability to follow instructions and work as part of a team.	✓	
Willingness to develop a knowledge base associated with the Regulator of Social Housing Framework.	✓	
Knowledge or willingness to learn safeguarding principles and how financial hardship can intersect with other vulnerabilities (e.g., domestic abuse, mental health, substance misuse).	✓	
Organisational skills – able to manage time, prioritise tasks, and meet deadlines.	✓	
Knowledge of data protection and confidentiality principles when handling sensitive information.	✓	
Numeracy skills – comfortable with basic calculations related to budgeting, rent payments, and benefits.	✓	
Proven ability to communicate professionally and clearly verbally and in writing. Have the ability at all times to maintain control of conversations, retaining a calm demeanor.	✓	

Our values
<p>Respect We appreciate what makes us different and include everyone.</p> <ul style="list-style-type: none"> • We recognise that we all have unique talents, skills and experiences. • We provide a professional service to our residents and colleagues and lead by example. • We celebrate diversity and ensure our working practices are inclusive.
<p>Collaborative We believe in the power of working together.</p> <ul style="list-style-type: none"> • We work collaboratively as one council. • We promote creativity and innovation to improve outcomes for all. • We recognise the strength of sharing knowledge and experience.
<p>Efficient We deliver the best possible outcome by carefully managing our resources.</p> <ul style="list-style-type: none"> • We are empowered to deliver the most efficient outcome. • We harness new technology and tools to deliver our services efficiently. • We look after our finances and maximise value for money for residents.
<p>Integrity There is no gap between what we say and do.</p> <ul style="list-style-type: none"> • We choose what is right over what is easy. • We trust and support each other to get the job done. • We are responsible and accountable for our actions, both good and bad.
<p>Open and honest We are transparent in the actions and decisions we take.</p> <ul style="list-style-type: none"> • We provide a safe space to have truthful discussions in a positive way. • We encourage constructive feedback without fear of judgement.