



Apprentice Administration Assistant Applicant Recruitment Pack



Welcome

Hi,

We would like to thank you for your interest in the Apprentice Administration Assistant role within Sefton Council's, Planning Services, Technical Support Team.

This is an exciting and rewarding opportunity for someone who thrives on being organised, is approachable and wants to be at the heart of a busy and varied working environment. Planning Services, Technical Support Team are looking to recruit two Apprentice Administration Assistants who are committed and motivated to complete the 21 month programme, where you will also complete a Level 3 Business Administrator qualification [Business administrator / Skills England](#)

Apprenticeships are high quality, work-based training programmes for people who want to develop their prospects and career. The programme provides work-based training to those who want to learn new skills and gain qualifications while working.

As a person, if you're someone who enjoys helping others, takes pride in delivering high-quality support, and brings energy, adaptability, and a genuine passion for making a difference, we'd be delighted to hear from you.

The Job Description and Person Specification for this role are included within the job pack. If you have any questions about the vacancy, please refer to the job pack for the appropriate contact details.

We look forward to receiving your application.

The Corporate Apprenticeship Team
Workforce Learning & Development



Contents

About the Borough of Sefton	1
Our Vision and Values.....	2
Our Successes and Key Projects	2
An Inclusive Workplace	3
Liverpool City Region Fair Employment Charter	4
What We Can Offer You.....	4
About the Role	6
Top Tips on How to Apply	7
Application and Selection Information	10
Appendix A – Job Description	10
Appendix B – Person Specification.....	13

About the Borough of Sefton

Sefton is a confident and well-connected Borough, stretching from Bootle in the south to the coastal resort of Southport in the north. Home to more than 275,000 residents, Sefton encompasses a range of vibrant towns and communities, including Bootle, Litherland, Seaforth, Crosby, Formby, Maghull and Southport.

It is a fantastic place to live and work. As the northern-most Borough within the Liverpool City Region, Sefton offers a unique blend of beautiful coastline, countryside, attractive villages, thriving industrial areas and the busy Port of Liverpool.

With 22 miles of stunning coastline, Sefton is a leading coastal destination with a growing visitor economy. It is home to the iconic Antony Gormley *Another Place* installation, expansive beaches and protected sand dunes that support several rare species.

While each town and village has its own distinctive character, it is the people of Sefton who make the Borough truly special, creating diverse, welcoming and energetic communities in which to live, work, invest and visit.

Alongside its miles of golden sands, Sefton offers those who work here access to a world-renowned racecourse, prestigious golf courses, and National Trust nature reserves, ideal places to unwind, explore and enjoy leisure time.

The Borough benefits from excellent transport links, providing easy access to major North West cities including Liverpool and Manchester, and placing the Lake District and North Wales within reach for weekend breaks.

Whether you prefer vibrant town centres, friendly commuter towns, picturesque villages or stunning rural and coastal locations, Sefton offers a place to suit everyone. With house prices and rents typically lower than in neighbouring Liverpool and Manchester, you can enjoy coastal living while still being close to the buzz of city life.

Our Vision and Values

At Sefton Council, our vision is to deliver high-quality services that make a real difference to the lives of our residents, visitors, and communities. Everything we do is guided by a strong set of values that shape how we work and interact:



- **We put people at the heart of what we do** – ensuring our services are responsive, inclusive, and focused on improving lives.
- **We listen, value, and respect each other's views** – fostering a culture of collaboration and mutual respect.
- **We develop a culture of challenge, ownership, innovation, and improvement** – encouraging creativity and continuous development.
- **We are ambassadors for Sefton** – promoting the Borough positively and proudly representing our communities.
- **We are responsive and efficient** – delivering services that are timely, effective, and customer-focused.
- **We are clear about what we can and cannot do** – being transparent and honest in all our communications and actions.

These values underpin our commitment to excellence, inclusivity, and innovation, ensuring that Sefton remains a great place to live, work, and visit.

Our Successes and Key Projects

Sefton Council is proud of its recent achievements and ongoing commitment to delivering high-quality services. Our Adult Social Care services were recently graded

Good by the Care Quality Commission (CQC), and our Children's Services also achieved a Good rating from Ofsted. These successes reflect the dedication and professionalism of our teams and our focus on continuous improvement.

Alongside these achievements, Sefton Council is actively delivering a range of major capital projects that will transform the Borough and stimulate economic growth. These include the Marine Lake Events Centre in Southport, the Strand Shopping Centre redevelopment in Bootle, and exciting developments such as the Cove Resort and Enterprise Arcade in Southport. We are also proud to support cultural and community initiatives like Salt and Tar, Bootle's vibrant events space, which hosts live music, comedy, and family-friendly activities, bringing people together and boosting the local economy.

These projects form part of our strategic investment programme to attract private sector-led development and create vibrant spaces for residents and visitors. We work closely with local communities to ensure these projects reflect their needs and foster a sense of ownership and pride.

For more information on these projects and to stay updated on progress, visit the Sefton Council website at www.sefton.gov.uk

An Inclusive Workplace

We are committed to fostering an inclusive Council that reflects the diverse communities we serve. Our workforce brings a wide range of experiences and perspectives, and we value an environment where everyone feels respected, supported, and able to reach their full potential.

Sefton is proud to be the first local authority in the Liverpool City Region to achieve **Navajo** accreditation, recognising our commitment to LGBTQ+ inclusion. We are also a Disability Confident employer and continue to build a workforce that represents our communities.

We support several staff networks, including groups for Black and Ethnically Diverse colleagues, LGBTQ+ staff, women, disabled employees, and a Christian Workplace Group.

As an Equal Opportunities Employer, we base recruitment solely on skills, experience, and suitability for the role. All applicants are treated fairly, and we have also recognised 'care experienced' as a protected characteristic within Sefton.



For more information, please refer to our [Equality, Diversity and Inclusion Strategy](#)

Liverpool City Region Fair Employment Charter



Sefton Council is proud to support the Liverpool City Region Combined Authority Fair Employment Charter, an initiative that promotes fair, healthy, inclusive, and just workplaces across the region. The Charter celebrates good employers and encourages the highest standards in employment practice, including fair pay, secure work, opportunities for progression,

strong employee voice, and a commitment to staff wellbeing. By aligning with the Charter, we demonstrate our dedication to providing a fair day's pay for a fair day's work and to fostering an equitable and supportive working environment for all colleagues.

What We Can Offer You

- A fixed term contract for the duration of the apprenticeship.
- Access to a pension scheme.
- Paid holidays.
- A recognised qualification (Level 2, 3 or 4).
- Support from a mentor and the Corporate Apprenticeship Team.
- Employability skills support from Sefton @ Work.

- The Apprentice Travelcard is available for anyone aged between 19 - 24 living in the Liverpool City Region who is currently enrolled on an approved.
- apprenticeship with an Education and Skills funding agency.
-
- A supportive and collaborative working environment.
- A bespoke training contract, in partnership with a Training Provider to deliver apprenticeship training either in the workplace or at college (depending on the apprenticeship).
- A role where your work makes a real difference across the organisation.

To be considered for an apprenticeship you will need:

- To have lived in the UK for the past three years.
- A commitment to complete the qualification and remain for the duration of the contract.
- Have a good standard of English and maths.

Annual Leave and Work-Life Balance

- Generous annual leave entitlement, 28 days annual leave per year plus bank holiday.
- Flexible working options to support a healthy work-life balance, subject to service needs.

Learning, Development and Career Progression

- A comprehensive induction programme.
- Access to a wide range of training, apprenticeships, learning, and development opportunities.
- Support for professional development and role related qualifications.
- Opportunities to develop your career within a large and diverse local authority.

Health, Wellbeing and Support

- Enhanced sick pay scheme.
- Employee wellbeing initiatives and access to occupational health support.

- Policies that promote physical and mental wellbeing in the workplace.

Family-Friendly and Inclusive Policies

- Our family-friendly policies and flexible working arrangements help staff maintain a healthy work-life balance.
- Family friendly policies, including enhanced maternity, paternity, adoption, neonatal care and special leave to support with time off work to deal with issues when life events happen.
- A strong organisational commitment to equality, diversity, and inclusion.
- Reasonable adjustments and support to enable disabled employees to thrive.

Foster Friendly Employer Commitment

Sefton Council is proud to be a *Foster Friendly* organisation as recognised by The Fostering Network. We actively support employees who are foster carers or who are applying to foster by offering flexible working arrangements, paid time off for fostering-related meetings and training, and a workplace culture that recognises the vital role foster carers play in our communities.

This commitment helps ensure carers can balance fostering responsibilities alongside career, and reflects our dedication to supporting children, families, and those who care for them.

Additional Benefits

- Opportunities to contribute to meaningful work that supports local communities.
- A supportive, values led organisational culture.
- Free parking at office bases (dependent upon the work location).

About the Role

You will provide customer focused administrative information and support for Planning Services and undertake responsibilities in a professional and flexible manner with a focus on customer care and value for money.

Main Duties

1. To provide data input and administrative support in Planning Service processes, including building control, development management, planning policy and land charges, to ensure that statutory and departmental service plan targets are met.
2. Assist in the development, support and maintenance of the division's electronic, monitoring and administrative systems to ensure effective service delivery.
3. Assist in the processing of correspondence, reports and other documents.
4. Maintenance of databases, providing information to the Service, involving inputting details, generating documents and standard reports and spatial data capture.
5. Validation of planning and related applications, building regulation applications and land charge search requests.
6. Provide excellent customer service by telephone and at the public reception facility.
7. To undertake all other duties as required and commensurate to the post.

Please see Appendix A (page 10) for a full copy of the Job Description and Person Specification.

Top Tips on How to Apply

Submitting a strong application gives you the best chance of progressing to the next stage of the recruitment process. The following guidance applies to all roles and will help you prepare a clear, compelling application:

1. Read the Job Description and Person Specification Thoroughly

- Make sure you understand the key duties, expectations, and essential criteria.
- Use the person specification as your guide when writing your application.

2. Provide Clear Evidence of Your Skills and Experience

- Show *how* you meet the criteria using specific, real examples.

- Consider using the **STAR method** (Situation, Task, Action, Result) to structure your responses – see <https://nationalcareers.service.gov.uk/careers-advice/interview-advice/the-star-method>.

3. Tailor Your Application

- Avoid generic statements. Focus on experience that directly relates to the role you are applying for.
- Demonstrate how your strengths align with the organisation's values and priorities.

4. Highlight Your Achievements

- Include examples of work you are proud of or significant contributions you have made in previous roles or school/college.
- Emphasise impact – improvements, efficiencies, positive outcomes, or innovations.

5. Be Clear About Qualifications and Training

- List all relevant qualifications and professional training, including dates and awarding bodies.
- If you are working towards a qualification, include expected completion dates.

6. Showcase Transferable Skills

- Skills such as communication, teamwork, problem-solving, digital literacy, and organisation are valuable across all roles.
- Provide examples that demonstrate these effectively.

7. Check Your Application Carefully

- Review your responses for clarity, spelling, and completeness.
- Ensure all sections of the application form have been filled in fully.

8. Submit Your Application Before the Deadline

- Note the closing date and allow plenty of time to prepare your application.
- Late submissions usually cannot be considered.

9. Prepare for Potential Next Steps

- If shortlisted, you may be invited to an interview, assessment task, or presentation.
- Be ready to discuss your experience, approach to work, and examples of how you meet the role's requirements.

Application and Selection Information

The closing date for this vacancy is Thursday 1st October 2026 (or earlier in the event of high volume of applications being received).

Interview date is Tuesday 13th & Wednesday 14th October 2026.

We are an Equal Opportunities Employer; all candidates will receive equal treatment. Our decision to appoint will be based upon whether an individual's skills, experience, qualifications, and abilities make them the most suitable candidate for the role.

All disabled and care experienced applicants will be offered an interview where they meet all essential criteria on the person specification.

Please ensure that you meet all the essential criteria outlined in the person specification before submitting your application. Only applicants who demonstrate that they meet all essential criteria will be considered and invited to interview.

Appendix A – Job Description

Directorate: Planning Services

Location: Magdalen House, 30 Trinity Road, Bootle L20 3NJ

Division: Technical Support

Post Title: Apprentice Administration Assistant x 2 posts

Grade: Level 3 National minimum wage for age plus 3%

Salary age dependent (breakdown per age group as below)

- Age 16-17 £15,468 (£ 8.24 per hour)
- Age 18-20 £20,987 (£11.18 per hour)
- Age 21+ £24,572 (£13.09 per hour)

Qualification: Level 3 Business Administrator

Hours: 36 hours

Fixed term: 21 months

Reporting to: Technical Support Manager

Job Purpose

To provide customer focused administrative information and support for Planning Services.

To undertake responsibilities in a professional and flexible manner with a focus on customer care and value for money.

Main Duties

1. To provide data input and administrative support in Planning Service processes, including building control, development management, planning policy and land charges, to ensure that statutory and departmental service plan targets are met.
2. Assist in the development, support and maintenance of the division's electronic, monitoring and administrative systems to ensure effective service delivery.
3. Assist in the processing of correspondence, reports and other documents.
4. Maintenance of databases, providing information to the Service, involving inputting details, generating documents and standard reports and spatial data capture.
5. Validation of planning and related applications, building regulation applications and land charge search requests.
6. Provide excellent customer service by telephone and at the public reception facility.
7. To undertake all other duties as required and commensurate to the post.

GENERAL REQUIREMENTS

This job description is a representative document. Other reasonably similar duties may be allocated from time to time commensurate with the general character of the post and it's grading.

All staff have a duty to take care of their own health and safety and that of others who may be affected by your actions at work. Staff must co-operate with employers and co-workers to help everyone meet their legal requirements.



The Authority has an approved equality and diversity policy in employment and copies are freely available to all employees. The post holder will be expected to comply, observe and promote the equality and diversity policies of the Council.

Since confidential information may be involved with the duties of this post, the post holder will be required to exercise discretion at all times and to observe relevant codes of practice and legislation in relation to data protection and personal information.

The appointed person will be expected to work flexibly and the exact nature of the duties described above is subject to periodic review and is liable to change.

The appointed person will be expected to undertake, and participate in training, coaching and development activities, as appropriate to the role.

Note: Where the post holder is disabled, every reasonable effort will be made to support all necessary aids, adaptations, or equipment to allow them to carry out all the duties of the job.

Prepared By: Debbie Robinson Designation: Technical Support Manager

Date: July 2025

Appendix B – Person Specification

Post: Apprentice Administration Assistant Level 3

Department: Planning Services, Technical Support

Personal Attributes Required (considerations)	Essential (E) Or Desirable (D)	Method of Assessment (suggested)
QUALIFICATIONS/TRAINING		
1. Good Standard of General Education including the ability to demonstrate working at Level 2 (A*-C/4-9 grades) or equivalent for both English and Maths	E	AF/C
2. European Computer Driving Licence/ CLAIT Level 2 or equivalent	D	AF/C
3. NVQ Level 2 in Customer Care	D	AF/C
EXPERIENCE		
4. Previous experience of an office environment	D	AF/I
5. Maintenance of databases	E	AF/I
6. Dealing with customers both face to face and by telephone	E	AF/I
KNOWLEDGE/SKILLS/APTITUDE		
7. Excellent interpersonal and communication skills	E	AF/I
8. Use of Microsoft Office application software	E	AF/I
9. Good understanding of planning, building or land charges legislation	D	AF/I
10. Understanding of historic environment records	D	AF/I
11. Use of geographic information systems mapping software	D	AF/I
12. Use of planning/building control or land charges application software	D	AF/I
13. Ability to be flexible and learn new techniques	E	AF/I
14. Ability to work effectively as part of a team	E	AF/I
15. Ability to work effectively on own initiative	E	AF/I
16. Ability to produce detailed and accurate work within set deadlines	E	AF/I
17. Ability to produce detailed and accurate work within set deadlines	E	AF/I
SPECIAL REQUIREMENTS		
None		

KEY: AF = Application Form, C = Certificate, P = Presentation, I = Interview T = Test