

Role profile

Job Title:	Principal Trading Standards Officer	Grade:	13
Department:	Environmental Health & Trading Standards	Post no.:	06389
Directorate:	Housing and Environment	Location:	Perceval House

Role reports to:	Trading Standards Team Leader
Direct reports:	Up to three apprentices/trainees/students
Indirect reports:	None

Job description

This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the council and the requirements of the job.

Purpose of role

- To provide specialist assurance, coordination and technical governance across the Council's Trading Standards enforcement and compliance functions, acting as the principal technical lead for complex and high-risk Trading Standards activity.
- Provide specialist assurance for the delivery of the Council's statutory and discretionary Trading Standards functions across the full range of Trading Standards legislation and associated regulatory frameworks, ensuring effective protection of residents, consumers and legitimate businesses.
- Act as a recognised technical specialist, exercising delegated authority to make complex and high-impact enforcement decisions, including the use of statutory notices and Fixed Penalty Notices (where legislation permits), ensuring all action is lawful, proportionate and consistent with national and local enforcement policies.
- To hold delegated responsibility for the end-to-end governance, assurance and continuous improvement of the Council's Fixed Penalty Notice (FPN) regimes and associated compliance monitoring, ensuring consistent, lawful and defensible application across the service.
- Undertake and lead complex, high-risk, high-value and high-profile investigations and operations, including those involving organised, repeat or serious non-compliance, frequently working with partner enforcement bodies and regulatory agencies to deliver effective outcomes.

- Lead horizon scanning and implementation planning for new and emerging Trading Standards-relevant legislation and regulatory reform, translating new requirements into legally robust procedures, training and operational guidance for the service.
- Contribute specialist expertise to regional and national Trading Standards operations, taskforces and multi-agency initiatives, supporting intelligence-led activity and coordinated enforcement responses.

Key Accountabilities

1. Operate as the Council's principal technical authority for complex and high risk Trading Standards enforcement, holding delegated responsibility to set mandatory service-wide practice standards and determine decision-making thresholds for the lawful application of regulatory powers in the most complex cases.
2. Act as a fully authorised officer of the Council, exercising delegated authority to determine case strategy and disposal for complex matters and to make independent, high-impact enforcement decisions, including statutory notices, warrants (where applicable), FPNs (where legislation permits), seizures and other formal regulatory interventions.
3. To act as the Councils Chief Weights and Measures Officer, if required, undertaking all associated statutory duties.
4. Lead and oversee complex, high-risk, high-profile Trading Standards investigations, including those involving organised, repeat or serious non-compliance, ensuring investigations are evidence-led, legally robust and conducted in accordance with statutory codes, guidance and Council enforcement policies.
5. Provide mandatory technical assurance and sign-off for the service's most complex and high-risk Trading Standards enforcement activity, including approval of case strategy, evidential sufficiency and proposed enforcement disposals prior to escalation or legal action.
6. Identify and progress POCA opportunities arising from Trading Standards investigations, including preparing referral packages, evidential summaries and financial enquiry instructions, and working with accredited financial investigators, Legal Services and partner agencies to support asset recovery outcomes.
7. Plan, lead and participate in multi-agency operations and intelligence-led enforcement activity, including operations, joint visits and targeted interventions, working collaboratively with Police, HMRC, OPSS, DEFRA, housing teams and other regulatory partners.

8. Represent the Council at regional and national Trading Standards groups, taskforces and operations, contributing specialist expertise, sharing intelligence and supporting coordinated approaches to emerging risks, priority offences and national initiatives.
9. Provide expert professional advice and technical guidance to managers, colleagues and partner agencies on complex Trading Standards matters, including interpretation of legislation, enforcement options, evidential standards and proportionality of action.

Represent the Council at regional and national Trading Standards groups, taskforces and operations

10. Lead and pilot innovative, intelligence-led and data-driven approaches to Trading Standards delivery (including improved use of case management data, targeting methodologies, and partnership intelligence), to improve compliance outcomes, efficiency and consistency of enforcement decisions
11. Develop, implement and maintain the Council's Trading Standards FPN frameworks, including defining eligibility criteria and decision pathways, establishing service standards and controls, producing guidance and templates, supporting officer training and calibration, and monitoring compliance outcomes and income assurance.
12. Interpret and embed new statutory requirements and guidance affecting Trading Standards activity (including new regimes for tobacco/vapes, product safety reform, and relevant private rented sector enforcement provisions), updating local procedures, templates and training to ensure lawful, consistent and timely implementation
13. Provide professional mentoring, coaching and technical support to officers within the service, including apprentices and trainees, promoting consistent practice, professional development and high standards of regulatory delivery.
14. Have formal responsibility for the supervision, workload allocation, performance management and professional development of allocated Trading Standards apprentices, including setting objectives, conducting regular one-to-one meetings, quality-assuring work outputs and authorising progression of casework.
15. Ensure that case records, intelligence submissions and evidence handling meet evidential, retention and information governance standards, and quality-check records where required to support lawful proceedings and audit readiness.
16. Deputise for the Trading Standards Team Leader as required, including providing professional oversight, supporting operational decision-making and ensuring continuity of service delivery in the Team Leader's absence.

Key performance indicators

- Effective delivery of complex Trading Standards investigations, including timely progression and resolution of high-risk, high-profile or high-value cases, in accordance with statutory requirements and enforcement policy.
- Robust and proportionate use of enforcement powers, including notices, warrants, Fixed Penalty Notices and other formal interventions, with decisions that withstand legal and procedural scrutiny.
- Successful implementation and operation of Fixed Penalty Notice (FPN) frameworks, evidenced through consistent application, improved compliance outcomes and contribution to income assurance.
- Identification and progression of POCA-related opportunities, demonstrated through effective collaboration with accredited financial investigators, Legal Services and partner agencies.
- Quality and reliability of casework and evidence, including the standard, accuracy and timeliness of investigation files, reports, witness statements and court documentation.
- Effective contribution to multi-agency, regional and national enforcement activity, alongside the provision of high-quality professional advice and technical support to colleagues, apprentices and trainees.

Key relationships (internal and external)

- Other Council Staff
- Legal Services, including prosecution and advisory functions.
- Finance and corporate services, particularly in relation to enforcement income, Fixed Penalty Notices and POCA-related activity.
- Housing and other Council services relevant to Trading Standards functions, including letting agents and tenancy deposit compliance.
- External organisations e.g. Police · HM Revenue & Customs (HMRC) · Office for Product Safety and Standards (OPSS) · Food Standards Agency (FSA) · DEFRA · National Trading Standards · other local authority Trading Standards services · accredited financial investigators
- Courts and Tribunals ·
- Businesses, consumers and members of the public
- Relevant regional and national Trading Standards networks and taskforces
- External Consultants and Technical Advisors.

Authority level

- Acts under delegated authority as the Council's principal technical lead for complex and high-risk Trading Standards enforcement, determining decision thresholds, approving case escalation routes and setting enforceable service-wide practice standards.
- Authorises and signs off complex enforcement strategies, evidential approaches and proposed enforcement disposals prior to legal action or escalation.

- Provides technical assurance on behalf of the service to ensure statutory compliance, proportionality and risk management in the exercise of Trading Standards powers.

Person specification

Essential knowledge, skills, and abilities

1. Substantial expert knowledge of Trading Standards legislation and regulatory frameworks, with the ability to interpret, apply and advise on complex and overlapping legal provisions across multiple Trading Standards functions, including Weights and Measures, product safety, fair trading, illicit trade and other trading standards regulatory regimes.
2. Advanced ability to exercise delegated statutory powers independently, including making high-impact enforcement decisions, serving statutory notices, executing warrants, applying Fixed Penalty Notices (where legislation permits) and determining proportionate regulatory responses in complex and contentious cases.
3. Demonstrable expertise in leading and undertaking complex, high-risk, high-profile and high-value investigations, including those involving organised or repeat non-compliance, evidential complexity, public protection risk and reputational impact.
4. Strong working knowledge of criminal investigation processes, requirements and legal safeguards, including PACE, CPIA, RIPA, data protection, codes of practice and guidance, and the ability to ensure investigations and enforcement action are legally robust and defensible.
5. Ability to identify, support and contribute to financial investigation and asset recovery activity, including matters arising under the Proceeds of Crime Act 2002 (POCA), working effectively with accredited financial investigators, Legal Services and partner agencies.
6. Proven ability to develop, implement and maintain enforcement frameworks and procedures, including Fixed Penalty Notice regimes, operational guidance and practice standards, responding to legislative change, emerging risks and best practice.
7. Highly developed skills in evidence gathering, analysis and case preparation, including producing high-quality investigation files, reports, witness statements and schedules suitable for court, tribunal and other formal proceedings.
8. Ability to plan, lead and operate effectively within multi-agency and intelligence-led environments, including, joint investigations and regional or national Trading Standards initiatives.

9. Strong professional judgement and decision-making skills, with the ability to balance enforcement, proportionality, public protection, business impact and reputational risk in complex regulatory situations.
10. Ability to provide authoritative professional advice and technical guidance to managers, colleagues and partners on complex Trading Standards matters, supporting consistent, lawful and high-quality regulatory practice.
11. Ability to mentor, coach and support officers, including apprentices and trainees, contributing to capability building, consistency of approach and continuous improvement.
12. Excellent written and verbal communication skills, including the ability to explain wide ranging complex legal and technical matters clearly to a range of audiences, including courts, partner agencies, businesses and members of the public.
13. Ability to manage conflicting priorities, demanding workloads and time-critical decisions with minimal supervision, maintaining accuracy, professionalism and resilience.
14. Strong commitment to health and safety, personal safety and professional conduct, including working in potentially hostile or high-risk environments, and acting in accordance with the Council's equality, diversity and values framework.

Essential qualification(s) and experience

1. Possess the Trading Standards Practitioner Diploma or Advanced Practitioner (TSPD or TSAP), Diploma in Trading Standards (DTS), Diploma in Consumer Affairs and Trading Standards (DCATS), or equivalent precursor.
2. Substantial experience in exercising warranted powers and dealing with non-compliance through means of enforcement actions and where appropriate, prepare case files for prosecutions, and act as a witness in Criminal Courts and Tribunals.
3. Demonstrable experience of leading large complex investigations and / or high-profile project work.

Analytical skills to assess and analyse complex information, problems or situations and to develop strategies or plans.

Experience of representing the Authority at relevant national or regional groups and / or multi-agency partnerships.

4. Experience in managing own workload effectively and meeting performance targets.

5. Evidence of high-performance service delivery and customer care.
6. Maintenance and proof of professional requirements regarding Continuous Professional Development (CPD).

Values and behaviours

Improved life for residents	Trustworthy	Collaborative	Innovative	Accountable
<ul style="list-style-type: none"> • Is passionate about making Ealing a better place • Can see and appreciate things from a resident point of view • Understands what people want and need • Encourages change to tackle underlying causes or issues 	<ul style="list-style-type: none"> • Does what they say they'll do on time • Is open and honest • Treats all people fairly 	<ul style="list-style-type: none"> • Ambitious and confident in leading partnerships • Offers to share knowledge and ideas • Challenges constructively and respectfully listens to feedback • Overcomes barriers to develop our outcomes for residents 	<ul style="list-style-type: none"> • Tries out ways to do things better, faster and for less cost • Brings in ideas from outside to improve performance • Takes calculated risks to improve outcomes • Learns from mistakes and failures 	<ul style="list-style-type: none"> • Encourages all stakeholders to participate in decision making • Makes things happen • Acts on feedback to improve performance • Works to high standards