

**Job title: Director of Housing**

**Grade: JNC – Director level**

**Directorate: Housing, Environment & Communities**

**Accountable to: Strategic Director of Housing, Environment & Communities**

**Job Purpose**

As the Director of Housing, you will play a pivotal role in leading and transforming our housing services to meet the diverse needs of our community. Your leadership will be instrumental in ensuring effective homelessness prevention, robust housing management, and a superior customer experience. You will be responsible for overseeing all aspects of housing management, lifecycle support, leaseholder services, rent and service charge collection, income management, and fostering resident engagement and community inclusion. You will put the needs of our residents and leaseholders at the forefront of all decision-making, ensuring that services are not only efficient but also compassionate and community centred.

In this role, you will navigate a complex regulatory environment, ensuring strict compliance with all statutory, regulatory, and professional standards, particularly those set by the Regulator of Social Housing (RSH). Your focus will be on driving continuous improvement, enhancing service delivery, and cultivating a culture that prioritises community well-being and proactive risk management.

**Leadership Responsibilities**

* Lead and Inspire: Drive a culture of equality, diversity, and inclusion by leading and managing staff in alignment with the council’s DRIVE values. Act as a leadership role model, championing these principles at every level of people management.
* Direct and Optimise Services: Direct services within your function to ensure they are both effective and efficient. Strive for high performance standards, deliver best value, and maintain tight control over budgets, ensuring every pound is managed prudently.
* Maximise Resources and Innovation: Manage services ensuring they are delivered within agreed budgets, while actively seeking new funding opportunities through innovative income streams, grants, and commercial partnerships. Encourage teams to think creatively and embrace new ways of working.
* Communicate Priorities Clearly: Ensure that all staff, whether directly or indirectly assigned, are fully informed of the council’s priorities, objectives, and policies. Empower them to make informed decisions and implement these effectively.
* Set Clear Goals and Monitor Performance: Establish transparent and equitable objectives for all employees and review their performance regularly against these benchmarks. Provide constructive feedback and support to drive continuous improvement.

**Key Relationships (Internal and External)**

* Internal: Regular interaction with the Strategic Director of Housing, Environment & Communities, Elected Members, Ward Members, Heads of Service, and other senior officers across the Council.
* External: Engagement with residents, community groups, housing associations, government agencies, regulatory bodies, contractors, and other key stakeholders to promote community-focused housing services.

**Specific Accountabilities of the Role**

* Risk Management and Regulatory Compliance: Develop and maintain a robust risk management framework specifically tailored to housing services. Regularly assess risks, implement mitigation strategies, and ensure full compliance with the Regulator of Social Housing (RSH) standards and other relevant regulations. Monitor and report on compliance status and any emerging risks to senior leadership and elected members.
* Resident Engagement and Community Inclusion: Lead and develop comprehensive strategies for resident engagement, ensuring residents and leaseholders are fully involved in shaping housing services. Promote a culture of openness, inclusivity, and community partnership, ensuring residents’ voices are central to decision-making processes.
* Strategic Housing Management: Oversee the development and implementation of housing strategies and policies that meet local, regional, and national requirements. Ensure effective housing management, maintenance, and safety of the Council’s housing stock, with a focus on community well-being.
* Homelessness Prevention and Management: Oversee the delivery of comprehensive services aimed at preventing homelessness and managing housing allocations, temporary accommodation, and support services for asylum seekers and refugees, ensuring community inclusion and support for vulnerable groups.
* Resident and Leaseholder Experience: Develop and implement robust frameworks for involving residents and leaseholders, ensuring effective communication and collaboration. Foster a participatory approach to service delivery that encourages community involvement and enhances resident satisfaction.
* Financial Management and Sustainability: Oversee significant departmental budgets, ensuring effective financial management and adherence to the Housing Revenue Account (HRA) Business Plan. Implement strategies to maximise financial performance, including cost management, revenue generation, and investment in long-term sustainability projects such as energy efficiency and carbon reduction in housing stock.
* Service Improvement and Innovation: Drive innovation and continuous improvement in service delivery, adopting best practices and leveraging technology to enhance efficiency and resident satisfaction,
* Stakeholder Engagement and Collaboration: Build and maintain strong relationships with key stakeholders, including residents, leaseholders, community groups, housing associations, and government bodies. Facilitate regular dialogue to understand community needs and develop collaborative solutions.
* Data-Driven Decision Making: Utilise data and analytics to drive decision-making and improve service delivery. Develop key performance indicators (KPIs) and use data to identify trends, forecast needs, and develop proactive strategies that enhance resident services and operational efficiency.
* Lead Emergency Planning and Business Continuity: Develop and execute business continuity and emergency response plans for housing services. Ensure preparedness for critical incidents, with effective recovery plans in place that prioritise resident safety and community support.

**General Accountabilities and Responsibilities**

**People management**

* Provide inspirational leadership to the housing teams, fostering a high-performance culture and promoting continuous professional development. Champion a diverse and inclusive workplace that aligns with the Council’s values and supports staff development to meet the community’s needs.
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* Responsible for staff management and supervision including setting clear objectives, recording absence, and carrying out return to work interviews, employee appraisals, and managing performance against objectives.
* Ensure that staff are updated on matters that may affect them, including Council policies, statutory duties, legislation etc and that they comply with

its requirements including the completion of mandatory training an in relation to. managing information and data protections.

* Mandatory training in relation to information management and data protection and make sure full confidentiality is respected by all staff.

**Customer Care**

* Champion Customer Care and Community Focus: Advocate for a customer-first approach across all housing services, ensuring fairness, accessibility, and responsiveness to residents' needs. Address issues or concerns promptly and effectively, maintaining a strong focus on community inclusion and well-being.
* Provide services that are fair and accessible to all, challenging existing practices that support the traditional culture and promote the Customer First proposition across the Council.
* Ensure Compliance and Good Governance: Ensure that all housing services comply with statutory, regulatory, and corporate governance requirements. Provide expert guidance to elected members and senior officers on housing-related matters, emphasising regulatory compliance, risk management, and community-focused strategies.
* Ensure compliance with and actively promote the Council’s Equalities and Diversity policies and strategies, Health and Safety at work legislation, Council and Service H&S policies and procedures. . Ensure that policies and practices reflect the diverse needs of the community and promote inclusive housing practices.
* Comply with the General Data Protection Regulation and Data Protection Act 2018 (DPA 2018) (all employees of the Council will not disclose or make use of, for their private advantage, any information held on manual or computer records, which are not available to the public, however acquired).
* Take responsibility for continuing self-development and participate in training and development activities and ensure high standards of record management and responsibility for all information assigned to the post.

**Resources and Financial Management**

* Budget Oversight: Manage significant budgets related to housing services, ensuring resources are allocated efficiently and effectively to meet strategic priorities. Monitor financial performance and implement measures to achieve cost savings and efficiencies, while ensuring community needs are met.
* Income Maximisation: Lead efforts to maximise rent and service charge collection, reducing arrears and ensuring financial sustainability for the Housing Revenue Account. Develop strategies to increase income through innovative service delivery and partnerships, with a focus on community benefits.
* Procurement and Contract Management: Oversee procurement processes and contract management for housing services, ensuring compliance with Council policies and value for money. Drive performance and accountability in all contractual arrangements, prioritising resident and community outcomes.

**Compliance and Governance**

* Promote Health and Safety: Actively promote and ensure full compliance with health and safety legislation, council policies, and service-specific health and safety procedures. Foster a culture where health and safety are prioritised across all housing services.
* Uphold Data Protection Standards: Ensure strict adherence to the General Data Protection Regulation (GDPR) and the Data Protection Act 2018 (DPA 2018). Safeguard all council-held information, preventing any unauthorised use or disclosure, and ensure that all employees understand and respect the importance of data privacy and security.
* Ensure Comprehensive Compliance: Ensure all relevant legislation, council policies, and governance frameworks, including the Council’s constitution, contract rules, financial regulations, employment procedures, the employee code of conduct, information security policies, and the social media policy are robustly met across all housing services.
* Lead by example in maintaining the highest standards of governance and accountability within the housing services.

**This is a politically restricted post in accordance with Section 2(1) (b) of the Local Government and Housing Act 1989.**

**The above-mentioned duties are neither exclusive nor exhaustive and the postholder may be called upon to carry out such other appropriate duties as may be required by the line manager within the grading level of the post and the competence of the post.**

| **Attributes** | **Essential** | **Method of Assessment** |
| --- | --- | --- |
| **Education Qualifications** | Degree in a relevant discipline (e.g., Housing, Social Policy, Public Administration) or substantial equivalent experience.Chartered Institute of Housing (CIH) status or a relevant professional qualificationEvidence of continuous professional development | AF1 |
| **Knowledge, Experience and Skills** | Experience of working with senior managers and Members and an ability to communicate effectively and persuasively with residents, members, officers at all levels of the organisation, and partners to positively represent the Council. | AF2/I |
|  | Financial and Commercial Acumen: Strong experience in managing substantial budgets and delivering value for money through efficient service delivery and income maximisation. | AF3/I |
|  | Experience of developing, negotiating, and implementing corporate and business/service planning, and performance management frameworks including performance indicators and target setting.  | AF4/I |
|  | Extensive Leadership Experience: Proven track record of leadership in housing management, homelessness prevention, resident engagement, and community inclusion within a large, complex organisation. | AF5/I |
|  | Strategic Thinking and Innovation: Demonstrated ability to develop and implement strategic plans and drive innovation in service delivery, particularly in resident engagement and community-focused services. | AF6/I |
| Commitment to Continuous Improvement: Dedicated to driving service improvements and achieving positive outcomes for residents through innovation and community partnership | I/T |
| Customer-Focused: Passionate about delivering excellent services and improving the resident experience, with a commitment to community engagement. | I |
| Demonstrable and effective political understanding and awareness and ability to operate effectively in a political environment. | I |
| In depth understanding of the financial significance within the public and private sector with an ability to understand, analyse and draw correct conclusions from numerical and statistical data, understand and effectively communicate business and financial plans. | I |
| An effective leader: able to energise, engage, motivate, and create a positive team spirit where team members work together to deliver corporate, customer focussed, outcomes-based and individual objectives. | I |
| Stakeholder Engagement: Strong communication and relationship-building skills, with experience working effectively with elected members, senior officers, and external partners to promote resident engagement and community inclusion. | I |
| Resilient and Adaptable: Experience of managing complex challenges, adapt to changing circumstances, and make informed decisions under pressure, with a focus on community well-being. | I |
| Compliance and Risk Management: In-depth knowledge of housing legislation, regulations, and compliance standards, including health and safety requirements. | I/T |
| **Personal Qualities / Behaviours**  | **Deliver**As a leader and manager, I accept responsibility for service delivery, am clear about the service offer and deliver what I promise. I am willing to make decisions and be accountable for them. I work collaboratively, flexibly, constructively and exhibit this ethos in all my dealings with residents, colleagues, and partners I have a positive can-do attitude where I see problems as challenges which can be overcome. | AFV1, I/T |
|  | **Respond**I am relentlessly reliable. I set high standards, encourage improvement, and support my team. I take ownership for creating the right conditions for my team to follow my example to achieve high levels of performance. I challenge my team in a professional, courteous manner with the aim of reaching a mutually agreeable resolution. | I/T |
|  | **Inspire**I understand how the council is working to change the borough for the better and work with my team to find solutions so that they can work collaboratively with other departments and partners, freely sharing their knowledge and skills to identify solutions to address customer concerns. | I/T |
|  | **Value**I encourage my team to learn, grow, develop to achieve their potential. I am prepared to actively listen and reflect on customer concerns with a view to understanding the customer’s point of view. I take pride in my work, am a role model to others and listen and learn so my team can receive constructive criticism and be prepared to adapt the way they operate and deliver services where appropriate. | AFV2, I/T |
|  | **Engage**I am visible, open, honest, respectful, and accessible. I listen and recognise a job well done. I empower my team to challenge the way we do things, so we improve services and nurture a new kind of relationships with our residents and customers. I want staff who are comfortable and confident to acknowledge the difficulties and the barriers they face who can constructively challenge the way things are done where there is evidence that it impedes service delivery. | AFV3, I/T |

AF = Application Form I=Interview T = Test