

South
Yorkshire
Housing
Association

COME
HOME

CAMPBELL
TICKELL

Finance Director

Recruitment Pack
November 2023





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Our purpose is for our customers to settle at home, live well and realise their potential.

We want people's experience with us to be a joy and we plan to be here for the long term.

01

Your application

Thank you very much for your interest in this Finance Director post at South Yorkshire Housing Association. On the following pages, you will find details of the role and the selection process to assist you in completing and tailoring your application.

You will no doubt do your own due diligence but do read this pack carefully as it will provide you with a good overview of the organisation and role. After you have done that, please feel free to get in touch with me, so that we can talk through your offer and get a sense of how that aligns to what South Yorkshire Housing Association is seeking.

To apply, we will need the following from you:

- A CV. Make sure this confirms your current/ most recent roles (you can sum up earlier roles, say before the last 15 years), tell us about your achievements so we get a picture of your skills and experience, and try to keep it to two pages or three at most;

- A personal statement. We want to hear about your motivation, why this role/ organisation, and you will also want to evidence how relevant your offer is to the role specification; again ideally in two to three pages; and
- The declaration form, which is accessible via the role page on our website and includes space to indicate if you cannot attend any of the interview dates.

Please submit your completed application documents using the online form, which is accessible via our jobs page:

www.campbelltickell.com/jobs. You will receive an email confirmation and see an onscreen confirmation message after submitting your application, but if you have any issues, you can call **020 3434 0990**.

The role closes at **9am on Monday 11th December 2023**. Please ensure we receive your application in good time.

Do call me if you wish to have an informal discussion about the role and organisation, or if you have any other questions to help you decide whether to apply.

Jim Green

Senior Consultant, Campbell Tickell
07375 886036



02

Welcome to South Yorkshire Housing Association

Thank you for your interest in joining us as our new Finance Director at South Yorkshire Housing Association. I am very pleased that you are looking at this opportunity at a moment in our history where we are experiencing a time of significant change, challenge, and new opportunities.

We are an organisation with a rich legacy that spans over 50 years of providing great quality housing and a broad range of services to communities in the Sheffield region. We are proud of the great work that happens across SYHA, and are as committed as ever to supporting our local communities, always driven by a strong sense of social purpose.

However, we also recognise that our services have not always been matched by an appropriate level of robustness around the processes, controls and systems that ensure sound governance and effective risk management, including financial governance. Recently, we received a negative assessment from the Regulator of Social Housing, regrading us to a G3/V3 rating. We are continuing to work closely with the regulator, and have a clear action plan in place.

It is in this context that we are seeking a new Finance Director to join our organisation. In this period of change, we recognise that we have a lot of work to do, but much progress has been made and we are now looking ahead at what SYHA is going to look like in the future, for the next 50 years, and this is an exciting moment for our new Finance Director to help us create that future.

You will get involved right away with our new 5-year strategy, which means that you will be involved in shaping our direction and

contributing to what the new SYHA will look like. We face tight margins especially in some areas of the business and our Finance Director will need to work with the leadership team to think about how we can shape the business to increase headroom, and there may be some difficult decisions to make. But we have a solid relationship with our lenders, and we know that the quality of front-line delivery is excellent, and so for us this is about getting the plan right now to build a strong and financially resilient organisation, and deliver on our aspirations for future excellence.

You will join an excellent leadership team in an organisation with a new Chief Executive and Chair, and a recently refreshed Board, and will have the opportunity to have a big impact. Joining at a time of change you will be expected to quickly get up to speed and contribute from the offset -there is a lot of work to be done! The finance team is strong and ready to support the business through this period of change, and you will have the opportunity to increase their effectiveness through further development and leadership. Along with the organisation as a whole, I am looking forward to working with an engaged Finance Director who is keen to engage broadly across the business.

If that sounds like the kind of challenge that inspires you, then we would love to hear from you.

Warm regards,

Larry

Larry Gold | Chief Executive



About South Yorkshire Housing Association

South Yorkshire Housing Association was founded in 1972 as part of a movement to end homelessness. We have been providing social housing and related services to individuals and families in the region for over five decades, celebrating our 50th birthday in 2022. Throughout our history, SYHA has been committed to providing high-quality, affordable homes and supporting individuals to live independently and thrive within their communities.

Over the years, SYHA has significantly expanded its housing stock and services. We currently have 5,700 homes across a diverse range of properties across the Sheffield region, a staff team of c.550, and provide services to 10,000 customers each year. A significant proportion of our homes are available for affordable rent, but we also provide shared ownership properties, and a range of accommodation for specific groups - including extra care housing for the over 50s, and supported housing for people with mental health support needs and/or those experiencing homelessness.

In addition to housing provision, SYHA offers various support services to enhance the wellbeing and quality of life of its customers and communities. These include help with tenancy sustainment, employment and training support, community engagement initiatives, and partnerships with local organisations. We

also deliver Housing First and social prescribing programmes. At the more commercial end of the spectrum, we are members of a build-for-sale JV, and we run a high-street estate agency.

Our purpose is for our customers to settle at home, live well and realise their potential.

We recently published a revision to our **Interim strategic plan for 2023-24** in which we laid out four key themes for the organisation, to help us fulfil our purpose:

1. Doing the basics brilliantly
2. Business resilience
3. Governance
4. People

Key Documents and further reading

Our full interim strategic plan will be shared with shortlisted candidates.

The Regulator of Social Housing's current judgements about SYHA can be [found here](#).

Information about our staff team and Board can be [found here](#)

04

Role profile

Job title Finance Director

Responsible To Chief Executive

Responsible For Assistant Finance Director;
others to be agreed

Liaising With Board, Audit and Assurance
Committee, Managers and Directors,
Regulator of Social Housing, private funders

Main aims

- To provide strategic leadership, direction and oversight for the finance function with specific responsibility and accountability for the financial stability and success of SYHA.
- Ensure the performance, potential, effectiveness and assurance of financial management, business planning, accounting, treasury, procurement, income management, payments and key business processes.
- Establish and maintain effective relationships with our leadership team, Board members and funders.
- Play a leading role in the development and delivery of the Association's strategic and business planning.
- Lead the Association's work on performance management reporting and value for money.

Executive responsibilities

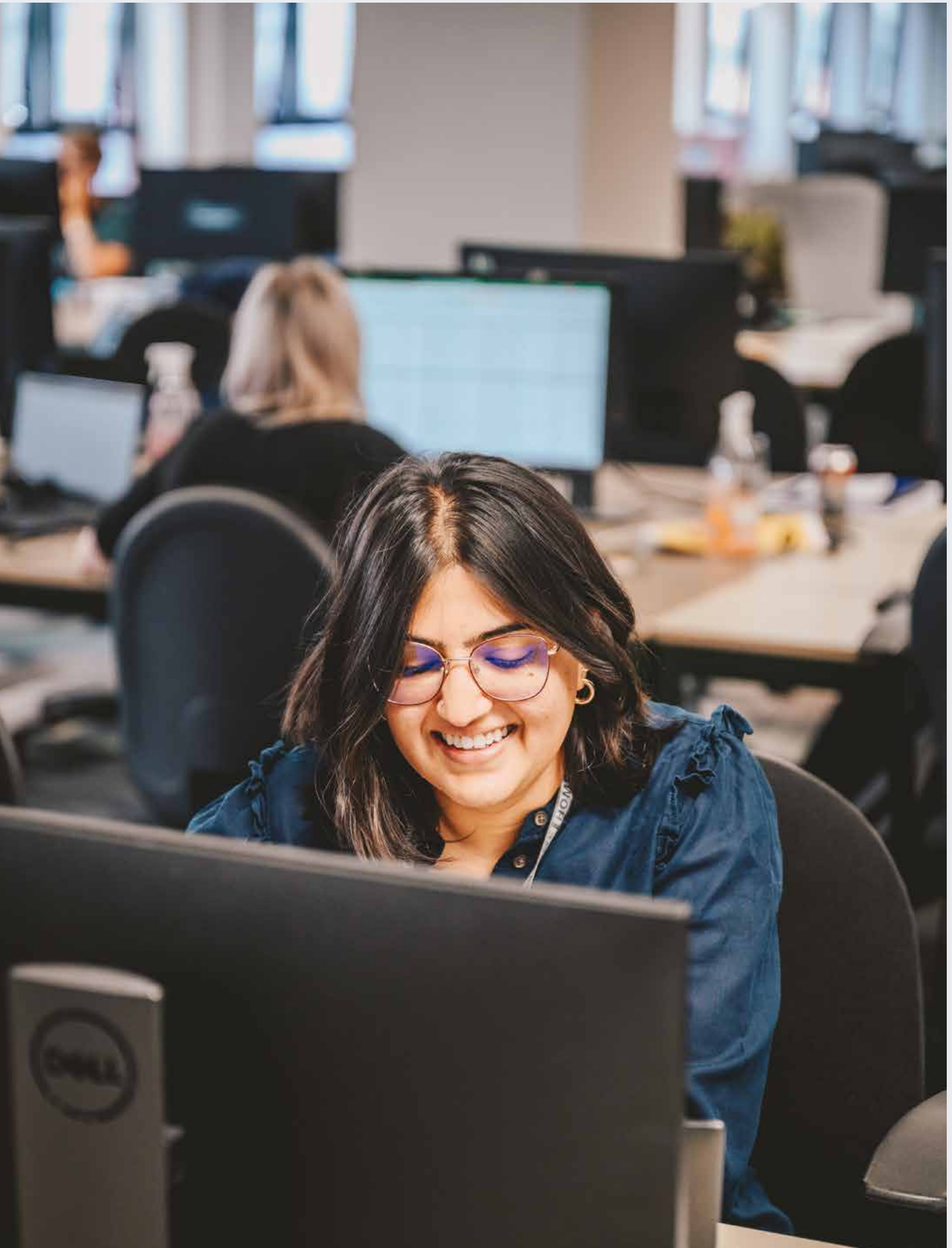
- Supporting the Chief Executive in the providing high quality leadership of the finance function and playing an active role as a member of the Executive Leadership Team.
- Contributing to the strategic thinking and planning for the future of SYHA.

- Working closely with the Board to demonstrate accountability through a process of challenge and collaboration.
- Develop and implement clear strategic financial and treasury plans, policies and processes to support the SYHA Group Strategy to deliver customer focused and efficient services.
- Build strong strategic relationships across the organisation and external partners, investors and regulatory bodies to influence and deliver positive outcomes for the organisation and its residents.
- Develop and maintain excellent relationships with external and internal stakeholder.
- Working across divisions, directorates and departments of SYHA to create a sense of shared purpose, commitment and endeavour and encouraging others to do the same.

Main Tasks And Responsibilities

- Take a lead role in planning, setting and maintaining the corporate strategy.
- Develop the SYHA's Financial Strategy and business and strategic plans.
- Lead on the Value for Money strategic priority as well as demonstrating the effectiveness of the operation of finance functions and services. Drive and deliver exceptional standards of service delivery through a process of continuous improvement and learning.
- Develop a culture of commercial and financial business partnering to support the financial aspects of SYHA's core business functions.

- Lead for the Directors' Team on finance/ funding/tax/accounting/compliance and, in conjunction with the Chief Executive, on finance related governance and regulation.
- Present convincing, articulate, and well-reasoned reports, including to the Board to facilitate the overall governance. Demonstrating an appropriate balance of conviction and openness when challenged.
- Oversight and implementation of rents and service charge policies that are compliant with laws and regulations and are both affordable for people of modest means whilst also providing SYHA with an effective financial return.
- Overseeing the production of complete, accurate and timely accounts, financial statements and returns to meet all statutory, regulatory and business requirements.
- Maintain effective financial controls, take effective action to mitigate and address fraud, liaise with internal and external auditors and ensure that effective action is taken in response to financial issues raised by the Auditors and the Audit Committee.
- Propose and operate the treasury strategy of SYHA to provide for the effective management of the risks and costs involved to ensure that the funding is available to support the development and investment requirements of SYHA over the short, medium, and long term.
- Produce business plans, projections and forecasts that ensure sound financial and cash management. Enabling SYHA to ensure it will remain viable and allow for the effective assessment of business risks, opportunities, contingencies, and strategies.
- Ensure the very highest quality financial information, forecasting and planning services are provided to the business.
- Develop a capable, effective and reliable finance leadership team and supporting the development and growth for team members.
- Supervise, motivate, appraise and coach the Assistant Director of Finance and assist in the team building and development of the finance department, ensuring that SYHA's staff management policies are carried out.
- Advise the Board on funding, including reviewing the existing loan portfolio and covenants, funding and liaising with funders in relation to new funding.
- Maintain effective financial controls, take effective action to mitigate and address fraud, liaise with internal and external auditors, and ensure that effective action is taken in response to financial issues raised by the auditors and the Audit Committee.
- Promote the values of SYHA at all times.
- Actively demonstrate an understanding and commitment to ensure full adherence to Health & Safety policies and requirements.
- Promote and uphold the principles of Diversity & Inclusion
- Any other related tasks as are required by the Chief Executive.



05

Person Specification

Impact on Others

- Ability to provide an inspirational lead and add real value to our strategic and business planning processes.
- Ability to produce clear reports and accurate financial information for Directors and Board on complex financial issues.
- Excellent negotiation, communication and presentation skills.
- Ability to contribute fully as a team player at executive and board level.
- 2 years' experience of managing managers.
- Excellent ambassadorial skills and the ability to represent the association with private funders, regulators, and external agencies.

Motivation

- The ability to engage and inspire teams.
- An ambition to build SYHA's purpose, culture and services.
- Self-motivated and the ability to work under pressure to tight deadlines.

Values

- Commitment to Equality and Diversity, and a willingness to lead and shape inclusive services.
- Personal values that align with SYHA's own.

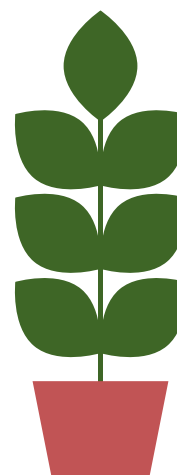
Professional Know-how & Qualifications

- An appreciation of the environment in which Housing Associations operate and an understanding of the demands of working in a regulated environment.
- Strong financial skills and ability to analyse, interpret and assess financial information in order to plan, manage and balance risks and returns.

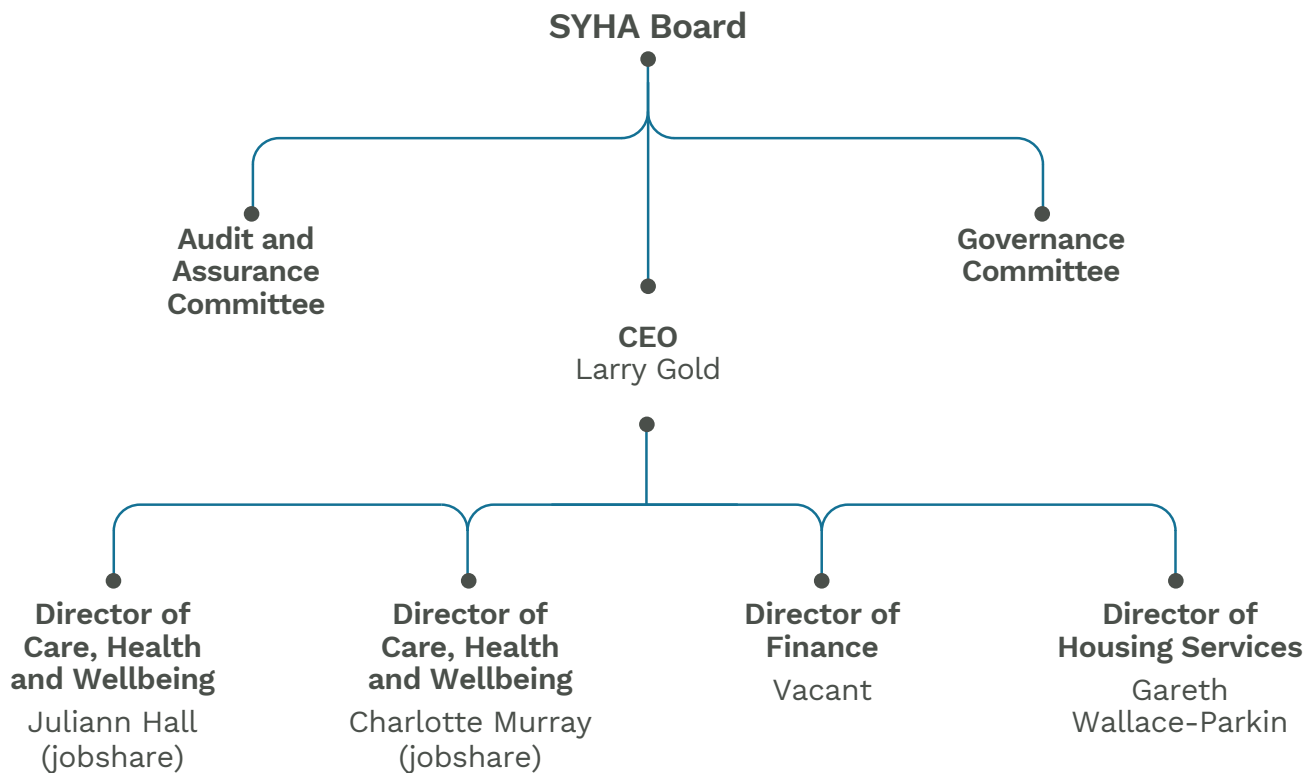
- Experience of producing or overseeing the production of final accounts.
- Experience of treasury management at a senior level and the ability to identify and mitigate financial and business risk.
- Good knowledge of accounting conventions and best practice.
- Relevant accounting qualification. Qualified accountant holding a CCAB or similar qualification.
- Strategic management of a complex finance function.

Problem Solving

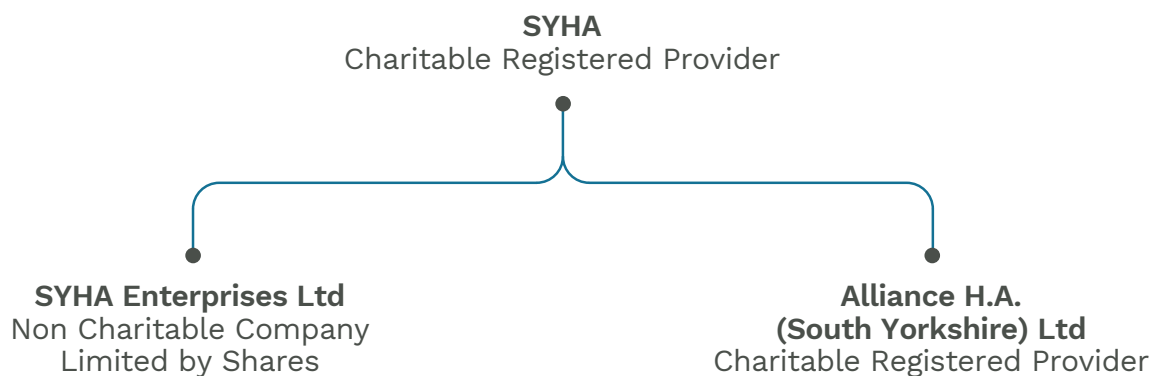
- Experience of successfully developing and delivering significant service improvement and change programmes with tangible results and positive consequences.
- Excellent change management, leadership and communication skills.
- Experience of producing complex financial models and analyses in relation to, for example, business plans or development feasibility studies.



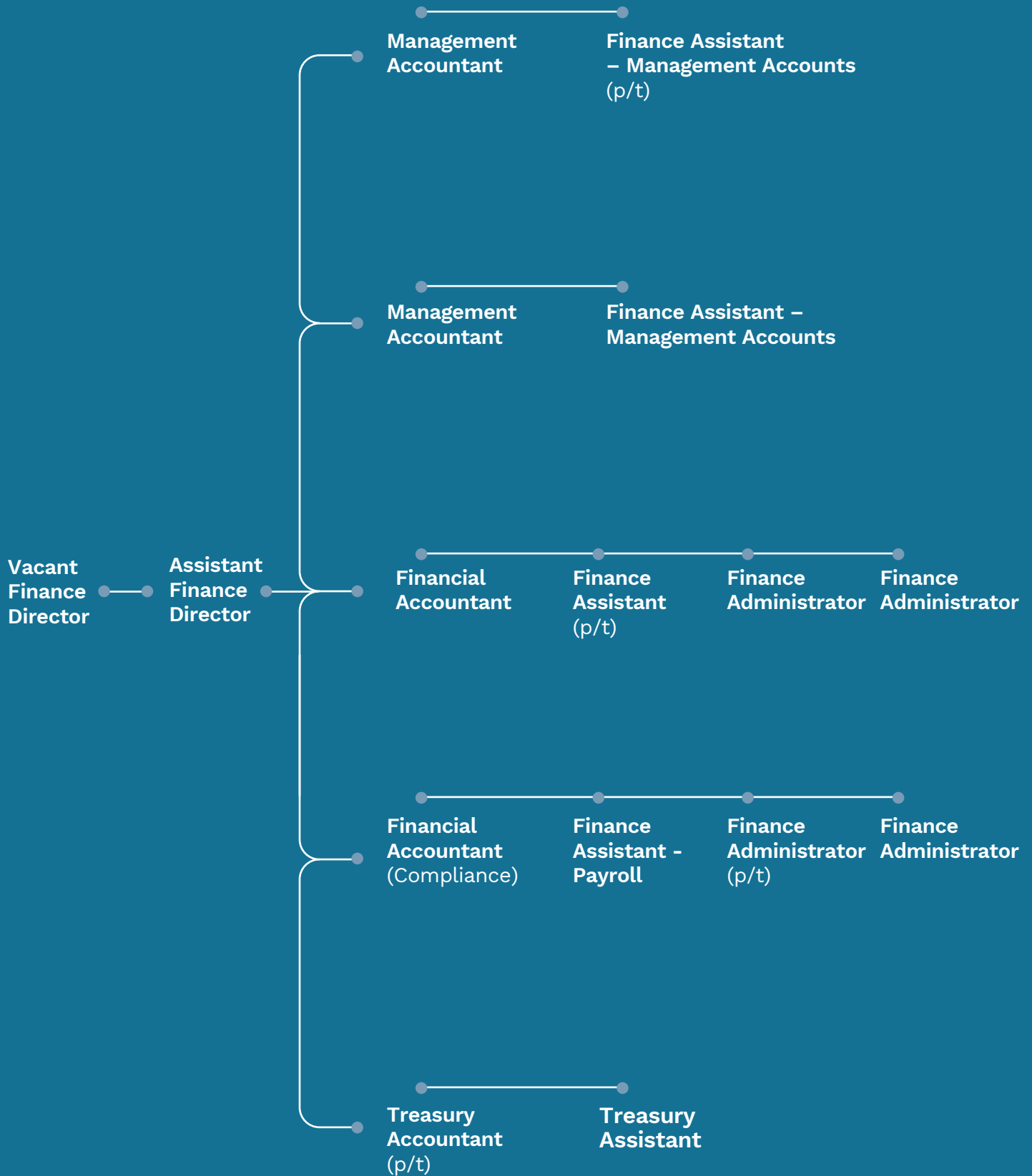
Leadership structure



Organisation structure



Finance Structure



06

Key terms and conditions

The role

Finance Director

Remuneration

£125,000 pa

Working time

37 hours, but open to the possibility of a 4-day week with fewer hours. We offer hybrid working with a 50/50 work from home/in the office split.

This is a leadership role and as such flexibility is expected in fulfilling role requirements. This will include occasional evenings and weekends.

Annual leave

27 days annual leave, plus 8 statutory bank holidays and 4 additional days at Christmas, Easter, spring and August bank holiday.

Place of work

Your usual place of work will be our head office at 152 Rockingham Street, Sheffield, S1 4EB. Occasional travel will be required to fulfil the requirements of the role.

Other benefits

- Social Housing Pension Scheme (SHPS), up to 5% pension contribution.
- Access to a wide development programme to help you master your craft.
- As an SYHA Employee, you will have access to a variety of discounts and offers at a range of shops, retailers and cinemas.
- Free healthcare benefits and services, childcare vouchers.
- We also offer generous family leave and sick pay entitlements.

07

Key dates and the selection process

Closing date: Monday 11th December 2023, 9am

We will be in touch by Friday 15th December to advise on the outcome of your application.

First interviews: Thursday, 4th January 2024

Longlisted candidates will be interviewed virtually using Microsoft Teams by a Campbell Tickell panel.

Final stage assessment:

Shortlisted candidates will be invited to both a final panel interview and stakeholder sessions as follows:

Stakeholder sessions: Wednesday, 10th January 2024

There will be a chance for informal group discussions with Board members, and SYHA Directors and senior leaders ahead of the final interview. To be held online.

Panel Interview: Friday, 19th January 2024, afternoon in person

There will be a final in-person panel interview led by Larry Gold (Chief Executive), Matt Harrison (Chair), David Smith (Board member), and Juliann Hall (Co-Director of Care, Health and Wellbeing). A representative from Campbell Tickell will also be in attendance.

Final interviews will take place in person at our Rockingham Street office in Sheffield.

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Finance Director £125k pa

Sheffield

At SYHA, we are proud of our reputation for delivering exemplary social impact, innovation, and of our unwavering commitment to customers. We work across South Yorkshire, providing nearly 6000 homes, and providing services to over 10,000 customers.

This is a great time to join us as our new Finance Director. In the last year, the organisation celebrated turning 50 years old, we were delighted to welcome our new CEO Larry Gold, and we are welcoming a new Chair and a refreshed Board. But we are in a challenging business period and are currently involved in a high degree of regulatory engagement and we recognise that we need to undertake a period of change.

Our new Finance Director will play a key role in helping us shape the future of the business. You will join as we start work on our new 5-year strategy and your contribution to our vision of what SYHA will look like in future will be critical.

You will bring senior finance experience in the housing sector, and a track record of leading high-performing teams. Your ability to understand the financial and policy context for SYHA, analyse options and ensure the organisation makes decisions that are viable and meet our strategic objectives will be critical. You will be excited by the prospect of helping us thinking about the best path forward strategically, while at the same time being about to get involved in the detail where needed.

This role will play a critical leadership role in the next important stage of our organisational journey as we

go through a period of real change. So, this is a role that will be extremely rewarding if you enjoy making an impact and engaging widely across an organisation. If you share our passion about being in an organisation that combines a strong sense of social purpose with robust business thinking, then we would love to hear from you.

You can download a job pack from www.campbelltickell.com/jobs.

For further discussion contact **Jim Green** on **07375 886036** or Jim.Green@campbelltickell.com.

Role closes at **9am on Monday 11th December 2023**.

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TICKELL

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