

Building homes,  
independence  
and aspirations



## Job Profile

Job Title	Regional Director
Reports to (job title)	Executive Director of Customers and Communities
Job Reference No.	HOMEJD1077

### The job in a **nutshell...**

You'll lead on developing and driving Housing Service Delivery in your region, disrupting traditional Housing practices and ensuring Home Group is recognised as a market leading provider in your region.

With clear ownership of your region's profit and loss accounts, you're responsible for setting an operational plan to enable and achieve our strategy, driving performance whilst operating within regulatory and legal requirements. It's about providing strong, clear, and expert leadership, promoting a culture of Customer Service transparency and excellence – creating a positive shadow across your region. Success is reflected Tenant Satisfaction Measures and Customer Promise outcomes.

### What **success** will look like...

We'll have a robust **operational plan** in place for the region to achieve our strategic goals. There will be clear expectations and standards set in relation to housing and communities and colleagues will be able to clearly articulate how their roles link to our strategy, operational plans and the overall customer experience. Success is reflected Tenant Satisfaction Measures and Customer Promise outcomes.

As a key member of our Senior Leadership team, you'll drive our **customer-centric culture** across the region, delivered through championing, challenging, influencing, and mentoring. You'll lead by example to champion our customer culture across the organisation delivered collaboratively with your peers and teams. Your inspiration will create the right working environment to nurture and drive success.

We are exemplary and **industry leading when it comes to your regional housing portfolio** – working closely with our Customer Experience team to act on what our customers are telling us. Customer voice shapes our thinking, planning and delivery giving our diverse

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customer base and what they need before they need it. You'll be the in-house expert on Housing Regulation (and OFSTED where relevant) ensuring our services meet and exceed Regulatory requirements.

You will work with a range of internal experts and service providers, (for example repairs and maintenance, building safety, asset management teams) to ensure that our **homes, buildings and communal areas are safe and of good quality** for our customers.

You will implement a regime of regular estate inspections and compliance checks to maintain the quality and safety of our homes and buildings. This will also help you **direct the right investment for responsive and planned maintenance** as well as general upkeep of our homes and estates. You will have strong local relationships, including where there are third parties, like managed agents involved in the properties. A good understanding of mixed tenure communities is key, and different customer needs and legislative requirements will form part of this understanding and how we manage and set customer expectations and deliver satisfaction.

Customer needs are anticipated through collaborative working our Customer Experience and Repairs and Maintenance teams. Proactive maintenance works in planned thoroughly **Complaints** are handled swiftly, respectfully and with outcomes clearly communicated. It goes without saying that complaints will be handled comfortably within both codes of practice and regulation, and you will champion a positive complaints culture.

Through effective coaching, support and **people management**, you will inspire, influence and embed a high-performing culture making it a great place to work that embodies our values and brilliant people behaviours. We continue to grow our own workforce and have succession planning in place.

Regular **horizon scanning** will be part of what you do, keeping abreast of what's to come through Regulators, the political landscape, legislative changes both nationally and locally. Insight is shared with key stakeholders to ensure that colleagues know the direction of travel. We'll all be in it together with shared vision and focus on delivery.

Proactive **community plans** are in place that empower our customers and deliver aspirations to shape our communities and facilitate economic and social mobility of our customers.

Working with your peers in Maintenance, Customer Experience, Public Affairs and Asset you'll ensure Home Group's reputation is enhanced and maintained across the region and risks are mitigated as and when they arise. Best practise is shared across the sector and beyond. Home Group are seen as an exemplar in Housing through developing and maintaining strong and trusted relationships with external stakeholders.

You'll be **commercially laser sharp** – being accountable for all financial and non-financial performance in your region. You'll use information and analysis to make key decisions about the best use of resource to achieve strong performance across a balanced scorecard. You will also drive business growth - that's about working with development colleagues to have new rented stock in areas of high demand and growing supported revenue through new services and strong local relationships.

You'll consistently deliver a surplus year-on-year through effective and transparent **profit and loss management**. You'll stay close to the financial performance of the region throughout the year, making in-year adjustments as necessary to respond to customer and organisational needs. You will drive other departments in the right direction to help deliver your surplus target.

You'll already have these **brilliant** skills, qualifications and knowledge...

Transferable skills.	Technical qualifications, experience and knowledge
<p><b>We have a win - win mentality.</b></p> <ul style="list-style-type: none"> <li>• Think holistically, who else will this decision impact and what are the benefits for them?</li> <li>• Be positive and solution focused.</li> <li>• Clear rationale - making sound decisions based on all the information available, using objective criteria to reach the best outcome for all of Home Group.</li> </ul> <p><b>We get where our customers are in their lives.</b></p> <ul style="list-style-type: none"> <li>• Understand how your role makes a difference to our customers.</li> <li>• Advocate for our customers regardless of who they are and amplify their voices.</li> <li>• Have conversations that count - brilliant conversations happen right across your teams and individuals deliver our strategy and reinforce those connections through great communication.</li> </ul> <p><b>We are great influencers.</b></p> <ul style="list-style-type: none"> <li>• Understand our strategy and customers and able to articulate the benefits of change.</li> <li>• Actively talk and is clear about our mission, strategy, goals, values, and customer promise with our teams keeping us all heading in one direction.</li> </ul> <p><b>We know how the world works and our place in it.</b></p> <ul style="list-style-type: none"> <li>• Take ownership for understanding the external influences on Home Group and what our competitors are doing.</li> <li>• Understanding the direction we are taking and explain the reasons behind key decisions.</li> <li>• We work in partnership with our customer to shape future services, amplifying their voices.</li> </ul>	<p>Experience of working in a person-centered regulatory environment.</p> <p>Extensive demonstratable experience in leading high performing Housing teams in complex mixed tenure, regulated environments with a track record for successful strategic planning and delivery.</p> <p>Commercially focused mindset and highly experience in successfully managing complex Profit and Loss Accounts driving efficiencies and proactively building on opportunities whilst balancing Customer Experience.</p> <p>Outstanding leadership skills and strategic thinker, able to engage, influence and transform to drive Housing excellence and lead significant change.</p> <p>Experience of building and maintaining win-win relationships with key external stakeholder to enhance customer experience, ensure our homes are of good standard and identify commercial opportunity.</p> <p>Excellent people management skills, able to inspire, influence and embed a motivating performance culture. Not afraid to have challenging conversations and make difficult decisions.</p> <p>Significant experience of working collaboratively with other teams across an organisation to deliver the best outcomes for our customers and the homes they live in.</p> <p>Extensive understanding of the political and regulatory drivers impacting the Housing Sector and customers within different tenure types.</p>

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We'd also love you to have, or be **brilliant** at... (but don't worry if not)

A Chartered Institute of Housing Level 5 qualification in Housing or be willing to work towards it.

Knowledge and experience of successfully delivering OFSTED Registered Services.

We're all **accountable** for...

Health and Safety of our ourselves and others; put simply this includes taking the time to complete all learning, understanding your role-specific responsibilities, working with reasonable care and taking steps to address and report problems related to Health and Safety.

Taking a proactive approach to your learning and development in order to be the best you can be. This includes understanding and keeping up to date with all of our relevant policies and processes as well as taking advantage of all the learning opportunities and resources available to you ... they're there for a reason but don't worry, we'll help keep you informed along the way.

Promoting equality, diversity and inclusion as a top priority at Home Group; leading by example in your actions and demonstrating our Brilliant People behaviours.

Keeping things compliant! You'll have role-specific and organisational goals but it's important you take these seriously and keep people and information secure and safe within the scope of doing your bit here at Home Group.

Comfortable operating in a modern digital workplace, including using digital tools to work collaboratively and productively.

Other **important** stuff...

You'll be a budget holder? No  Yes

You'll manage people? No  Yes ... up to 10 direct reports

We all work flexibly at Home Group but the level of travel in this role is usually...

Occasional  Regular  Frequent

This role requires a DBS check No  Yes



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