

recruitment pack

Director of Neighbourhoods and Customer Experience

January 2025

believe
housing

we believe in life
without barriers

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welcome to
believe housing

We have achieved so much in the last 12 months and are very proud of the determination, passion and drive our colleagues have shown to support our customers and the communities we serve.

Our corporate plan is ambitious, but we believe we have the right people at believe housing to deliver it and so much more. Our current Senior Leadership Team is effective and driven; however, to deliver our ambitious plans, we need to evolve and ensure we have the right skills and expertise across a wide range of disciplines.

The role of Director of Neighbourhoods and Customer Experience, will help to shape our thinking, nurture our culture, and ensure our customers are at the heart of our decision-making.

Our customers are why believe housing exists and this role will be responsible for shaping our communities. Looking past the bricks and mortar of our properties to provide communities that are vibrant, safe, sustainable environments for our customers to thrive in.

We want to create communities that support healthy economic growth, where residents have access to good education and job opportunities, with homes that are safe, warm and inexpensive to run. We want estates and open spaces that allow people to come together and create community spirit, with multiple tenures and house types that ensure that communities can grow and evolve together.

But we cannot do this alone. The Director of Neighbourhoods and Customer Experience will be an ambassador for believe housing, forging excellent relationships with key stakeholders and multi-agencies, facilitating partnership working and innovative solutions to ensure our customers' aspirations are met.

As a member of the Senior Leadership Team, you will provide inspirational leadership to our 600+ colleagues. You will nurture our culture and support, develop and coach colleagues, providing them with the platform to be their best self. Our culture is precious to us and the successful candidate will be the right cultural fit, their values and behaviours will complement and enhance ours. We believe that in creating the right culture, our people will do the right thing for our colleagues, customers and business.

This role offers the right candidate the opportunity to join believe housing at an exciting stage of our journey. I hope I have given you an insight into the organisation you will be joining and that you are inspired by our vision and aspirations.



Nik Welsh

Executive Director of Communities and Customer Services
believe housing



5.

about believe housing

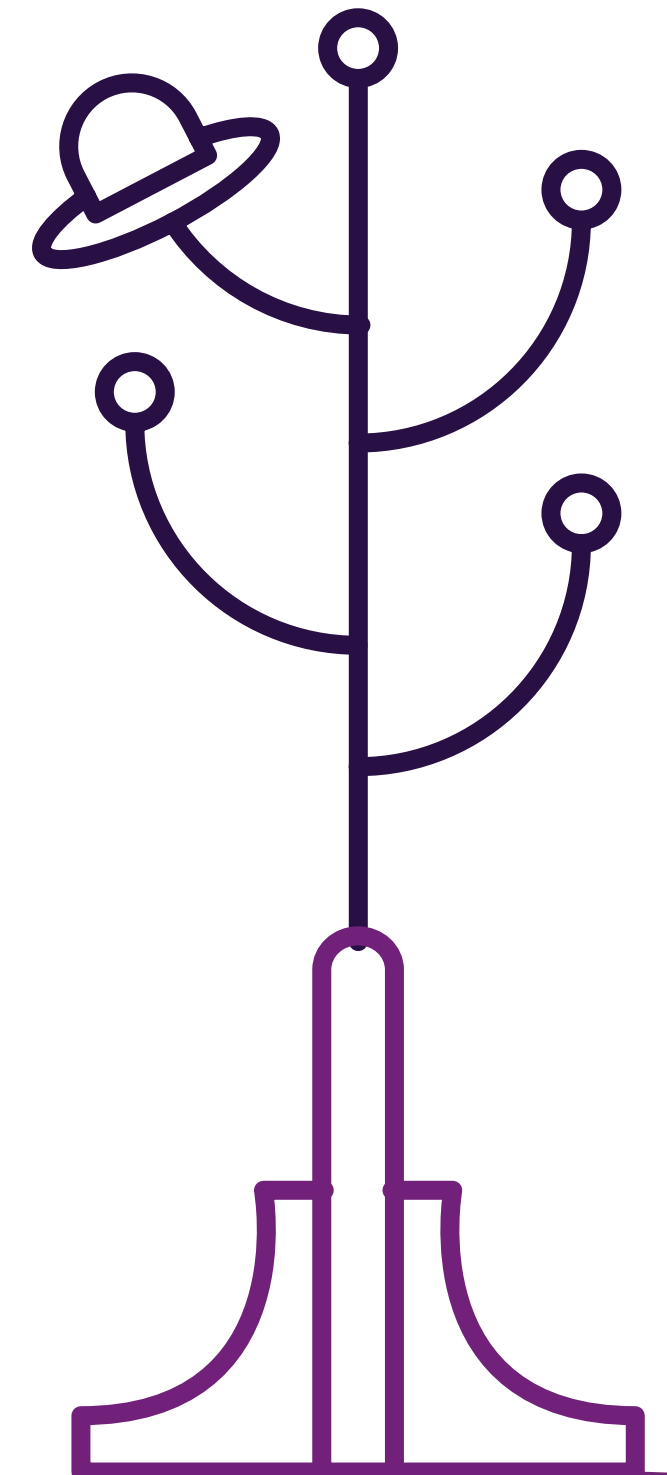
believe housing is one of the North East's largest social housing providers, with a diverse portfolio of business activity.

With a turnover of £74m, around 650 employees contribute to the management of more than 18,000 homes.

We have 22,000 customers who live in rural and coastal towns and cities across County Durham, and its peripheral areas.

In the last five years we have invested £98.4m improving homes; £1.4m in communities; £13m in home energy improvements; recovered £6.5m of unclaimed benefits; and built 1,000 new homes.

There is a strong commitment to placemaking and believe housing plays an active role across its neighbourhoods with support and services that assist people to manage money, find work, start up businesses and to stay healthy and well.



our core purpose and values

we believe in life without barriers

This year, we have introduced a core purpose statement to clearly set out why we exist as an organisation:

We improve our customers' lives by providing healthy and affordable homes, enhancing our communities.

At believe housing our core values are simple.

We all agree to, **do the right thing**:

- for our colleagues
- for our customers
- for our business.

You can find out more about our story [here](#).

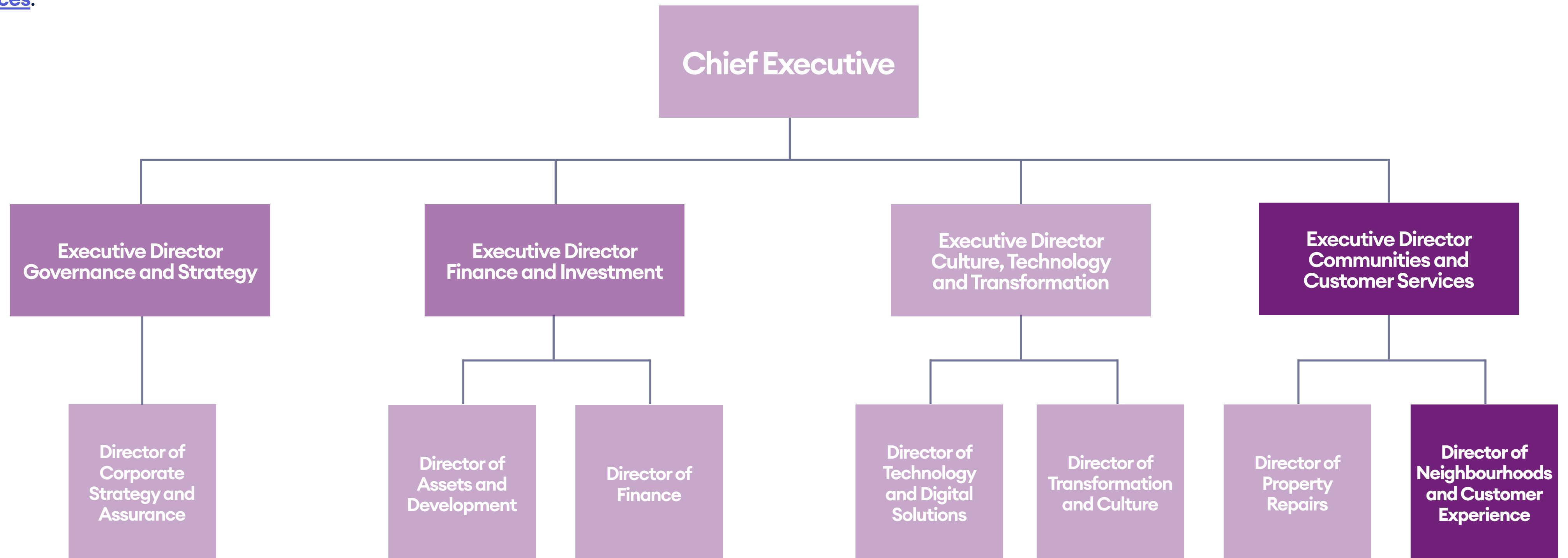
Our culture is extremely important to us. In recognition of this, we've recently worked with colleagues from across the business to create a new set of behaviours that will help us build on our already great culture.



regulation, governance and leadership

believe housing is registered with and co-regulated by the Regulator of Social Housing. At the end of 2024 the regulator reaffirmed our compliant rating for governance (G1) and viability (V2). You can read our corporate plan [here](#). believe housing is signed up to the 2020 National Housing Federation Code of Governance.

Visit our website to find out more about our [Board](#), [Executive Management Team](#) and [Customer Voices](#).



some of our key stats

We have supported **148** people to access secure employment in the last year.

We have awarded **£268,397.92** through our community investment programme.

We have secured placements for **eight customers** through our New Start programme.

Our community funding programme supported **139** projects.

Our teams worked with **3,258 customers** in the last year.

Customer satisfaction with our services is **81%**.

Our dedicated teams have helped customers maximise their income, in total making them more than **£1.6m** better off.

Our culture audit score is **84** (out of 100).

We have also attained a **3 star, world class to work for** accreditation from our **Best Companies 2024** submission.

Developed more than **1,000** new homes.

10.

role
profile

Director of Neighbourhoods and Customer Experience

Reports to:

Executive Director of Communities and Customer Services

Responsible for:

Assistant Director of Customer Experience

Assistant Director of Neighbourhoods

ROLE PURPOSE AND SCOPE

- As a member of the Senior Leadership Team, reporting to the Executive Director of Communities and Customer Services, work collaboratively to ensure the delivery of the organisation vision, values and strategic objectives.
- Act as the organisational lead for the full breadth of Neighbourhoods and Customer Experience, responsible for: lettings, tenancy sustainment, neighbourhood management, creating safe neighbourhoods and the operational effectiveness of frontline customer services.
- Maintain an external focus and build appropriate partnerships. Represent the organisation, acting as an ambassador to enhance its reputation.

KEY RESPONSIBILITIES

A. Strategic input

- Work with the Executive Director of Communities and Customer Services to contribute to the short, medium and long-term strategy for the Neighbourhoods and Customer Experience directorate.
- Draw upon intelligence, research and knowledge of the regional and local demographics to plan and execute place-based plans that meet the needs of all community groups with whom the organisation works.
- Lead on all business associated with our customer strategy ensuring the customer is considered throughout the corporate plan and associated business decisions.
- In conjunction with the Director of Assets and Development, ensure our placemaking agenda is cohesive and contributes to the regeneration of communities.

B. Leadership

- Provide effective leadership and support to managers and colleagues - role modelling a leadership style with vision and drive which inspires and motivates.
- Embed agile and digital working practices across the directorate to support business growth, value for money and encourage innovation in all aspects of customer services.
- Lead on change management and create a culture of continuous improvement within the directorate based on a customer centric one team philosophy.

C. Delivery and impact

- Transform strategy into deliverable plans. Ensure delivery of the full range of customer services is met and exceeded within agreed financial parameters and targets and the regulatory framework.
- Ensure that the voice of residents and customers is heard and central to the development and delivery of plans that continually deliver improved outcomes for current and future resident groups embracing regulatory standards as required.
- Ensure that plans are monitored and reviewed in line with external factors including legislation, financial restrictions, new opportunities and customer needs.

D. Compliance and control

- Be proactive in providing the Executive Director of Communities and Customer Services with the necessary information to maintain effective oversight of neighbourhood plans.
- Ensure that decisions are made within a robust risk assessment framework.
- Ensure compliance with all internal control requirements related to budget setting, cash flow requirements and financial regulations.
- Ensure compliance with key policy and procedure in areas such as health and safety; equalities and diversity; GDPR; code of conduct and all other statutory requirements, which are routinely checked for compliance.

E. Performance management

- Provide support and development to the Neighbourhoods and Customer Experience Teams, to ensure that they are structured and resourced to deliver the corporate aims.
- Develop a strong performance culture and commitment to customer experience and satisfaction. Monitor performance and ensure the delivery of high-quality services.
- Respond to customer feedback, utilising it to influence strategy and delivery plans.

F. External relationships

- Maintain and develop effective professional networks that will add value to the organisation's work and ensure that it is viewed as an influential and reliable partner.
- Work with external partners to deliver joined up community services that enhance the value of the organisation's tenants and residents in support of our core mission.
- Develop long-term relationships with policy makers and industry leaders to influence sector debate and thinking on housing and customer service matters.

No leadership role profile can be entirely comprehensive. The postholder will be required to undertake additional duties from time to time, in line with the above responsibilities, as required by the Board.

12.

person
specification

Director of Neighbourhoods and Customer Experience

QUALIFICATIONS

- Appropriate professional qualification.

EXPERIENCE:

- Substantial housing management experience at a strategic level with extended geographical reach.
- A strong track record of leading, engaging and motivating diverse specialist housing teams through change and transforming services.
- Experience of working collaboratively with external bodies and organisations.
- Experience of reporting to Boards.
- Proven track record of delivering customer-focused services.
- Leadership accountability for compliance and managing regulatory risk.

SKILLS/KNOWLEDGE

- In depth knowledge of housing management and customer facing services and regulatory requirements/developments.
- Understanding of welfare reform and experience of mitigating actions to protect income streams.
- Able to balance strategic thinking with an eye for detail.
- Strong communication and interpersonal skills.
- External focus, with the proven ability to build networks, and work in partnership with local authority, third sector and other relevant bodies.
- Strong focus and proven skills in the delivery of quality services to customers.
- Good working knowledge and practical experience of risk and performance management.
- Understanding of social housing, and empathy with local communities.
- A clear understanding of the social and political environment within which the organisation operates.



14.

**salary and
benefits**

Salary and benefits

Salary £107,887	LGPS membership (27.1% employer contribution)	31 to 33 days holiday (plus bank holidays)
Family friendly policies	Working the believe way	Four paid volunteering days

16.

key dates
and selection process

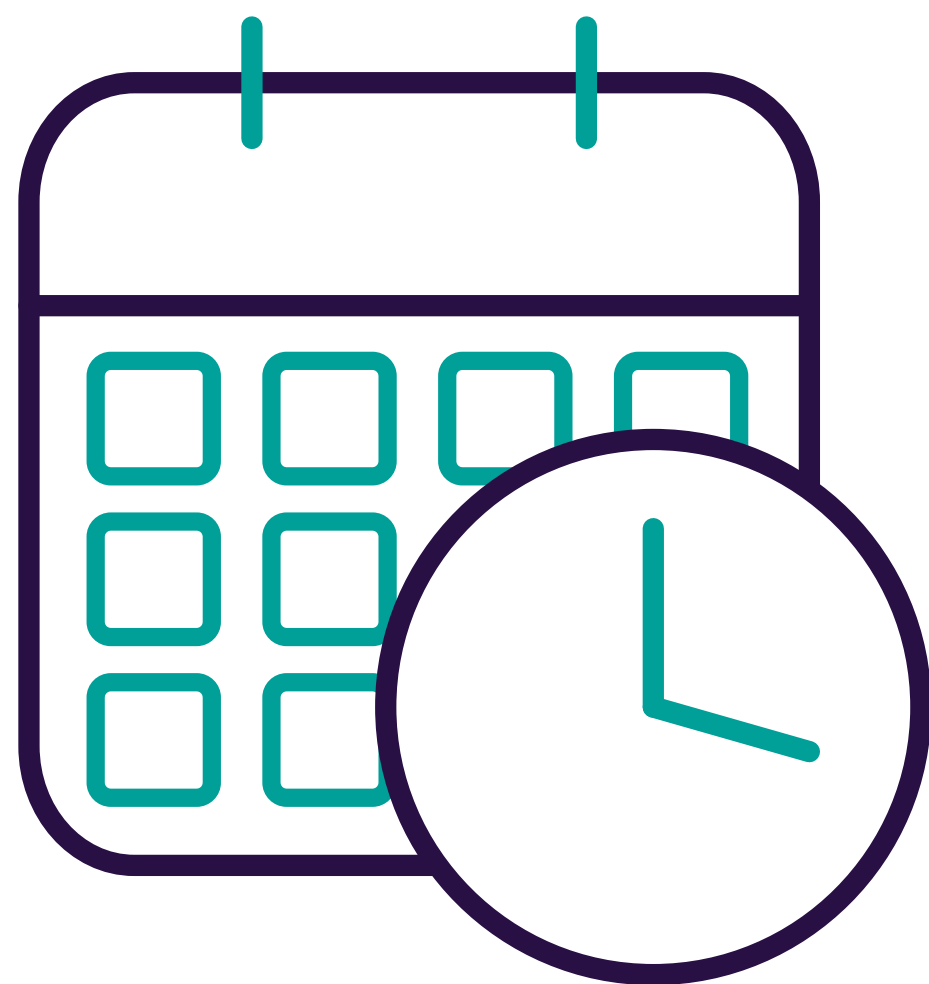
key dates and selection process

deadline

**11.59pm Sunday,
16 February 2025**

interviews

Friday, 14 March 2024



18.

media
advert

believe housing

director of neighbourhoods and customer experience

Salary £107,887, plus 27.1% employer pension contribution
Based in North East England (hybrid)

We believe in life without barriers.

Our vision guides all we do - and all we do is geared to delivering great services. As a Best Companies 3 Star 'world class to work for' company, our investment in talent is for the long-term. And, as part of that investment, believe housing is recruiting for a new Director of Neighbourhoods and Customer Experience to strengthen our Senior Leadership Team.

Reporting to the Executive Director of Communities and Customer Services, this position will work hand in glove with leadership colleagues to shape and transform our offer to customers. With a newly formed customer strategy we are keen to remodel services, ensuring the customer is embedded in decisions made throughout the organisation.

We are looking for an inspirational leader who is comfortable leading transformational change, while understanding the journey for our colleagues and customers. This is an exciting time to join believe housing and this role is pivotal to delivering our ambitious vision for our customer offer.

For more information email resourcing@believehousing.co.uk

Closing date for applications is **11.59pm on Sunday, 16 February 2025.**



Call: **0300 1311 999**

Email: **resourcing@believehousing.co.uk**

Visit: **www.believehousing.co.uk**

Coast House, Spectrum 4,
Spectrum Business Park, Seaham, SR7 7TT

