

# Job description

## Director of Communities:

**Responsible to:** The Group Chief Executive Officer

**Responsible for:** Barcud Group Board

**Direct reports (subject to review):** Head of Housing and Support x2, Executive support / Legal Assistant, Care Society, Care & Repair Powys managers / lead officers

**External:** Tenants, Barcud Tenants Participation Group, Customers, and other service users. Regulator of Social housing in Wales, partner Local Authority housing delivery organisations, Welsh Government, TPAS & CHC.

**Internal:** Colleagues, Executive Leadership Team, The Subsidiaries - Care Society and Care and Repair in Powys, Chairs and Boards

**Team:** Housing and Support Services, The Care Society, Care & Repair in Powys

## Overall Purpose:

- To provide strategic leadership and executive responsibility for the development and delivery of a strategy to create engaged communities, and the day-to-day delivery and performance of Barcud's Housing and Support services, together with the management of The Care Society and Care and Repair Powys.
- To Ensure the continued availability of good quality social and affordable homes, understanding the need to develop and support happy secure people

## Key Responsibilities:

### Strategic Leadership:

- Lead on supporting and promoting a focus on truly putting the tenant and communities at the heart of all we do. A strong leader, able to set a clear vision for the future which delivers the best possible outcomes for our tenants
  - Understand need and create insights and conditions to enable Barcud to deliver better homes, strong communities and firm foundations developing a high performing culture with empowerment, engagement and inclusion at its core and ensuring our tenants and our customers are at the heart of decisions and strategies
  - Provide insight that determines housing management and tenant support needs, including providing strategic and detailed advice to the Group Chief Executive and Board
  - Lead people and high performance across the Directorate and contribute at a strategic level to the full running of Group business as a key member of the Executive Leadership Team
  - Promote and support a culture where people and communities achieve and thrive
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### Secure Homes:

- Set a vision and strategy for delivering excellent tenant experience and ensure our practices and processes deliver high levels of satisfaction, reflecting the views and needs of tenants and ensuring tenant feedback is used to shape and inform our strategy
- A strong knowledge of the housing sector and experience of delivering a forward-thinking approach to housing services, driving cultural change, improving service delivery, and championing innovation to better serve the needs of Barcud's tenants and communities
- Be the responsible internal expert for Barcud's Housing and Support functions, including the activities of two of Barcud's three subsidiaries - The Care Society and Care & Repair Powys
- Develop strong relationships with external stakeholders, promoting Barcud's activities and utilising these relationships to provide joined-up Housing Management services
- Deliver an EDI focus, to improve our services and ensure they are accessible and delivered in a way that reflects the individual needs of our tenants and customers
- Oversee Barcud's rural housing enabling activities, ensuring that the Association is undertaking proactive initiatives to address the shortage of affordable housing in our local communities
- Oversee and ensure that the organisation is compliant from a housing management and tenant safety perspective with all statutory, regulatory, and legislative requirements and that tenant and customer safety is at the forefront of the organisation's decisions and culture

### Happy People:

- Ensure Barcud seeks to provide initiatives and services that help tenants sustain and maintain their tenancies and that legal measures are a last resort in the Association's Housing Management approach
- Ensure we provide ease of access for tenants, choice in how they engage with us and that we proactively communicate throughout their transactions with us
- Ensure our approach to tenant feedback is aimed at understanding diverse tenant needs and resolving issues first time, every time
- Ensure that our tenants are supported to maximise the income available to them with direct intervention and guidance from the internal Cynnal Team and signposting to other external support services as relevant

### Subsidiaries and Group Board:

- Ensure the Barcud Board and subsidiary boards are supported by providing all the necessary information and guidance they require to fully and effectively discharge their responsibilities and that the Group Board can evidence compliance with CHC's Code of Governance
- Lead on collaboration between Barcud and 2 of its subsidiaries – Care Society and Care and repair Powys – managing the relationships to ensure joint services are provided wherever possible, maximising opportunities to generate added value / mutual benefits from the support services offered by these 2 subsidiaries
- Provide strategic leadership and advice to the Care Society and Care & Repair Powys, utilising Barcud's different functions for detailed advice where needed

**This job description is not intended to be an exhaustive list of procedures and tasks carried out by the post holder. In view of the changing demands of the service, the duties may need to be reviewed and revised as deemed appropriate by the Group Chief Executive Officer.**

# Person specification



All criteria are essential unless indicated otherwise

## Qualifications:

- A degree level qualification in a housing related subject or equivalent experience is essential
- Evidence of continually developing professional knowledge
- A relevant management/professional qualification (L5+) (Desirable)

## Experience:

- Significant experience of working at a senior level
- Excellent and visible leadership skills with a track record of leading high performing, engaged and empowered teams
- High level understanding and knowledge of social housing and related services is essential - sufficient to lead and develop further the Group's housing services
- Considerable achievement and track record of delivery of high performance in a housing environment.
- Identify and act upon risks, trends and growth opportunities ensuring robust strategies and plans are agreed and managed to deliver great outcomes for the community
- Comprehensive appreciation of corporate governance and the requirements of operating in a highly regulated environment
- Extensive experience of working effectively with boards and stakeholders to ensure regulatory and legislative compliance, deliver strategic objectives, identify and manage organisational risk, including Health & Safety
- Credibility and experience of building successful relationships with key partners.
- Track record of setting and delivering high standards of performance and using compliance, metrics, and benchmarking to raise standards and support delivery of corporate business plans
- Proven ability to deliver organisational change, including cultural change and delivering a positive and inclusive culture that embraces EDIB with outstanding results
- Financial and commercial awareness; able to understand and evaluate budgets, business plans, annual accounts, treasury management and value for money metrics. Able to balance financial efficiencies with delivering the best services and outcomes possible to tenants and communities
- Proven ability of leading large complex teams.
- Understanding of the challenges of delivering key services to rural communities and an appreciation and commitment to the key role which an anchor organisation such as Barcud plays in the community

### Knowledge/Skills:

- An inspiring, visible, and motivational leadership style
- Creates strategic partnerships and builds positive relationships with all stakeholders
- Strategic thinking: horizon scans, anticipates and is proactive
- Track record of leadership translating plans into action, guiding and empowering people through and delivering positive change
- Influence and impact; excellent inter-personal skills with the ability to communicate, persuade and influence key decision makers, both internally and externally
- An excellent communicator, able to listen, give and take feedback well, present complex issues and ideas to different audiences in a clear manner, both verbally and in writing. Comfortable with public speaking and representing at a national level, open, approachable, and tactful
- Ability to interpret and analyse complex information and data
- Welsh language ALTE level 3 (Desirable)

### Leadership and Management:

- Trusts that people want to do a great job
- Establishes an environment where people feel they belong and can be their best
- Inspires others through confident, positive, and visible leadership
- Coaches, trusts, and empowers whilst holding themselves and others to account
- Committed to offering a great place to work as the basis of great service
- Values diversity of people and thought

### Personal Qualities:

- Identifies closely with the communities served by the Group and the organisation's values and vision
  - Displays high personal standards, probity, integrity, and empathy
  - Visionary and ambitious for the organisation and our communities
  - Embraces organisational learning and continuous professional development
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