



# Regional Director

Job description and person specification



## Job description – Regional Director

Reporting to the Executive Director of Customer Experience

### Summary of role:

The Regional Director is accountable for the leadership, development, management, performance, and delivery of all Housing, Maintenance, Estate Management, Customer, and Community Engagement services. This leadership role involves inspiring and supporting employees, ensuring compliance with legal and business requirements, and strategically positioning the organisation to meet current and future community needs

Working closely alongside their Executive Director and fellow leadership team members they will be responsible for ensuring that the following priorities are delivered by the organisation:

- **Delivering more for our customers**
- **Have the capacity to build more homes**
- **Being a great place to work for our colleagues**
- **Being a financially resilient business**
- **Being a key influencer in the region**

The role has leadership responsibility for role modelling and embedding our valued behaviours, and supporting the wider business to develop a positive, inclusive and engaging culture:

- Own it – Accountability for understanding customer experience across the business and then making it your objective to deliver excellence.
- Improve it – Using techniques that necessitate colleague and customer input, engage in service reviews at pace that drive the journey to excellence.
- Live it – Show understanding, compassion and determination to get to the heart of ‘what it is like to live round here’ for all of the different localities and customer groups we serve.

### Collegiate Leadership

- Contribute to the development and implementation of the organisation’s strategies.
- Lead the ongoing development of the organisational culture that supports the delivery of its priorities.
- Act as an organisational role model championing the values of safeguarding and ED&I.
- Ensure that both internal and external customers are at the centre of all business activities.
- Ensure that the business maximises new business and growth opportunities.
- Develop and implement appropriate and adaptable business systems.
- Identify, develop and empower the organisation’s emerging talent so that their potential to contribute widely and innovate is maximised.
- Contribute to succession planning across the organisation.
- Ensure that change is viewed positively and as a constant.

- Contribute to governance policies, systems and practices across all aspects of a large and complex business which has an extensive range of stakeholders.

### **Organisation-wide Impact**

- Becoming the regional figurehead understood inwardly by colleagues and Board, and outwardly by all key stakeholders you will lead organisational change and develop strong strategic partnerships with our partners to help.
- Be visible and influence the work of local, regional and national operational and strategic discussions to create opportunities for the business to grow and enhance its reputation through promotion of the work we do, and willingness to innovate.
- Contribute to organisation-wide discussions and issues above and beyond individual areas of expertise.
- Contribute to business planning and budgeting, taking account of service delivery requirements and key financial parameters/covenants.
- Promote and role model the organisation's values, purpose and strategic objectives.
- Scan the operating environment and horizon to ensure that the business is aware of upcoming opportunities and challenges.
- Deliver the agreed strategic plans and create and deliver annual operational plans.
- Develop a positive working relationship with the Group Chief Executive, wider Executive Team, Board and colleagues across the organisation as required.
- Ensure that appropriate operational and governance controls are in place and actioned.
- Ensure that the organisation utilises data and digital technologies to help identify root causes of issues; to develop suitable service offers that meet the needs and aspirations of customer groups; and that influence Asset Management and Renewal across our regions.

### **Specifically for the Regional Director**

The portfolio of services within this post includes:

- Overseeing the delivery of all services within our Landlord obligations across a region ensuring high-quality standards and compliance with relevant regulations and legislation.
- Lead the creation and execution of regional business plans, ensuring they reflect local needs and priorities.
- Lead the continued development and improvement in performance monitoring of services within a region through locality boards and relevant committees so we are able to effectively manage emerging risks and drive improvement into the work we do at a local level. Monitor and analyse regional performance metrics, making adjustments as necessary to achieve targets.

### **Key areas of responsibility:**

#### **Tenancy & Landlord Services**

- Lead effective tenancy management, including renewals, terminations, and enforcement.
- Support tenants with complex needs, promoting sustainment and resilience.
- Forge partnerships with external agencies to deliver holistic tenant support.

#### **Income Management**

Ensure we have effective systems for collecting income from tenants and statutory bodies.

Develop systems that help predict risks emerging around the collection of income. Enhance support for tenants in financial distress including welfare benefits advice, debt advice, employment advice, energy advice and enabling colleagues to develop effective partnerships with external stakeholders to access external grants and specialist advice services that will help tenants.

#### **Locality Team Leadership**

- Manage multiple teams across regions, ensuring consistent, high-quality service delivery.
- Promote collaboration, knowledge sharing, and continuous improvement.

#### **Resident Safety & Compliance**

- Ensure full compliance with all property health and safety regulations (fire, gas, electrical) by holding in-house specialist teams to account for the effective servicing and maintenance programmes.
- Create periodic campaigns for tenants that highlight safety risks and promote the safe use of homes and communal spaces.

#### **Repairs & Maintenance**

- Ensure that repairs services are delivered in a cost effective way, realising optimum productivity of trades colleagues and their supervisors and managers. Develop cost-effective solutions to repetitive problems within the maintenance service impacting on tenants having the best experience possible..

#### **Damp & Mould Management**

- Implement preventative and responsive strategies to manage damp, mould, and condensation.
- Ensure the organisation remains compliant with Awwbs Law and any other connected regulations or legislation.

#### **Estate Services Oversight**

- Manage cleaning, landscaping, and waste services to maintain high standards and promote sustainability.
- Ensure there is a customer led approach to the delivery of landscaping, estate and waste management services with a balanced understanding of the different expectations/impacts for tenants and leaseholders.
- To ensure compliance with the different forms of lease to deliver our obligations as a freehold landlord for blocks of flats and other open spaces.

#### **Empty Homes Management**

- Oversee void property turnaround, ensuring properties are safe, compliant, and re-let efficiently.
- To ensure teams are focussed on tenancy sustainment when selecting new tenants and understand fully the business expectations of 'tenant ready'.
- To ensure our nominations obligations are fulfilled with LA Partners without compromising tenant ready requirements.
- To manage all empty homes including those for reletting, but also any standing stock awaiting disposal and/or regeneration to ensure they are maintained to safe and secure standards and their appearance is not detrimental to neighbours enjoyment of their own homes.

#### **Additional responsibilities:**

- Prepare and present reports to the Executive Management Team and to boards and sub-committees of the Group.
- Deputise for the Executive Director of Customer Experience for any internal or external matters.

- Lead on the identification, recording and management of strategic and operational risks connected to the post holder's area of responsibility.
- Ensure that there is a relentless drive to deliver value for money across all services within the portfolio.
- Ensure that all the Group's corporate policies are implemented within the post holder's portfolio of services, including:
  - Health and safety
  - Equality, diversity and inclusion
  - People management
  - Performance management
  - Financial management & probity.
- Manage in accordance with the principles of systems thinking, ensuring that this approach is embedded as the preferred approach to all service development and improvement.
- Participate, along with the Leadership team in an on-call rota to cover any exceptional emergencies relating to either services or premises that may arise.

*No job description can be entirely comprehensive and the jobholder will be expected to adapt and carry out such other duties as may be required from time to time, on the understanding that they will be within the individual's remit and capability, and consistent with the status and responsibilities of the role within the organisation.*

*Any teams indicated in this Role Profile which are currently in the Director's remit may be changed as required by business needs.*

### **Person Specification**

#### **What do I need to be successful as the Regional Director**

- An unwavering desire for the business to reach the highest standards of service delivery by seeking out innovative practice and understanding what tenants regard as excellence.
- A team working ethos with exceptional people management and team leadership skills which motivate and inspire.
- Ability to champion collaboration, break down silos and encourage a one team mentality.
- Able to communicate, support and lead the organisation's strategic priorities, culture and purpose.
- The skills and knowledge required to be successful as a Director in an organisation of significant scale which has extensive potential for positive impact across the communities it works within.
- Experience of contributing to organisation-wide strategic planning and horizon scanning.
- The ability to devise or contribute to change initiatives which encourage new ways of working in times of transition. Be consistently positive about new ideas and learning.
- A sound understanding of the challenges facing the housing sector and the regulatory and legal frameworks we operate within. Ensure that business risks are identified, discussed and managed.
- The ability to identify and quickly address performance management issues.
- Exceptional business acumen which has been developed in a complex customer and community focused business.
- Excellent decision-making skills, judgement, emotional intelligence and common-sense.
- A strong commitment to Equality, Diversity and Inclusion.

- The ability and experience to contribute to any governance or regulatory issues which the organisation may encounter.
- Establish strong working relationships with the Group Chief Executive, Executive Team colleagues and the Board.
- An understanding of the bigger picture in which the organisation operates and the ability to represent the organisation at strategic levels with partners, and where appropriate being the orchestrator of joint working groups to generate opportunities for services to improve, local issues affecting the lives of our tenants to be tackled and the communities we work in to thrive..
- Ability to work at pace.
- Know when to switch between strategic overview and the operational detail.
- Skilled at negotiating and influencing, with ability to apply different techniques to varying situations.
- An understanding of performance management and continuous improvement techniques.
- Able to build relationships with a wide range of stakeholders across the extensive geographic footprint which the organisation operates within.
- Pro-actively identify new stakeholders which the organisation would benefit from building a relationship with.
- Able to communicate complex information in a concise and accessible way to a variety of audiences.
- Be a key contributor to the organisations ambition to use data to drive service delivery and seek out opportunities for data sharing with external bodies to add mutual value to the work we do.

#### **Additional specialist skills**

- Extensive experience in a senior leadership role within a housing association or similar organisation, with a proven track record of managing large, geographically dispersed teams.
- Demonstrable experience in leading and delivering complex housing services, including tenancy support, repairs and maintenance, cleaning, landscaping, waste management, and resident safety.
- Proven ability to manage substantial budgets, including setting and monitoring financial targets, ensuring value for money, and achieving financial sustainability.
- Experience in leading organisational change initiatives, fostering a culture of continuous improvement, and driving service excellence.
- Strong background in stakeholder engagement, including working with local authorities, regulatory bodies, residents, and community organisations and seeing networking as an essential part of the role to maintain a wider perspective on local, regional and national issues.
- Expertise in managing compliance with housing regulations, health and safety standards, and other statutory requirements.
- In-depth knowledge of housing management practices, tenancy support, and neighbourhood services.
- Strong understanding of regulatory frameworks governing housing associations, including the Social Housing Regulation Act and consumer regulation.