

CROYDON COUNCIL - Job Description

Job title: Corporate Director of Housing	Service Area: Housing	
Directorate: Housing	Post Number From Oracle	Evaluation Number: From JE system
Grade: 5	Date issued: June 2021 FINAL	

Croydon Council's priorities

We will live within our means, balance the books and provide value for money for our residents.

We will focus on tackling ingrained inequality and poverty in the borough. We will follow the evidence to tackle the underlying causes of inequality and hardship, like structural racism, environmental injustice and economic injustice.

We will focus on providing the best quality core service we can afford. First and foremost, providing social care services that keep our most vulnerable residents safe and healthy and keep our streets clean and safe.

To ensure we get full benefit from every pound we spend, other services will only be provided where they can be shown to have a direct benefit in keeping people safe and reducing demand

Croydon Council's new ways of working

We will practise sound financial management, being honest about what we've spent and what we can afford.

We will focus on what we, uniquely, can do as the local authority as the democratically elected leaders of our borough. This means we will focus on our core services, and a small number of evidence-based outcomes that deliver our priorities. But we will also continue to use our democratic mandate to convene our partners around a common purpose and to make a clear case for a better deal for Croydon.

We will aim to become a much more transparent, open and honest council.

We will involve residents in our decision making. But we will also need to be clear with residents about what we can do, and what we can't. When we have to say no, we will do so with compassion and take the time to explain our decisions.

Overall purpose of role

As a member of the council's corporate management team, the **Corporate Director of Housing** will work collaboratively with other corporate directors and the chief executive to deliver the Croydon Renewal Improvement Plan, the council's priorities and ways of working and a financially sustainable budget by March 2024.

The Corporate Director of Housing leads the new directorate of housing, drawing together the housing services across the council to focus on delivering the housing improvement plan, housing development, allocations, repairs, HRA capital programme, fire and safety, homelessness, tenancy lettings and income and promotes the council's corporate competencies and values through day-to-day managerial behaviours. Following the commissioning and procurement review, it is likely that a commissioning service will be based in this directorate.

The **Corporate Director of Housing** will provide high quality professional advice to the chief executive, Leader and Cabinet, the Scrutiny and Overview Committee, and any other external bodies on all housing services related to the functions of the council.

Reports to: the chief executive

Responsible for: All aspects of housing including housing estates, responsive repairs, planned maintenance, service and long term planning, policy and development, allocations, lettings, income collection, homelessness and assessments, tenancy, leaseholder and resident engagement.

Job context:

The postholder is required to observe and fulfill the seven principles of public life (also known as the Nolan Principles).

1.1 Selflessness

Holders of public office should act solely in terms of the public interest.

1.2 Integrity

Holders of public office must avoid placing themselves under any obligation to people or organisations that might try inappropriately to influence them in their work. They should not act or take decisions in order to gain financial or other material benefits for themselves, their family, or their friends. They must declare and resolve any interests and relationships.

1.3 Objectivity

Holders of public office must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias.

1.4 Accountability

Holders of public office are accountable to the public for their decisions and actions and must submit themselves to the scrutiny necessary to ensure this.

1.5 Openness

Holders of public office should act and take decisions in an open and transparent manner. Information should not be withheld from the public unless there are clear and lawful reasons for so doing.

1.6 Honesty

Holders of public office should be truthful.

1.7 Leadership

Holders of public office should exhibit these principles in their own behaviour. They should actively promote and robustly support the principles and be willing to challenge poor behaviour wherever it occurs.

The post holder has line management responsibility for 3 direct reports, overall responsibility for all staff in the directorate and is accountable and responsible for all housing services delivered.

The post holder is accountable for the housing services **£ XXm** budget and will deliver services and the associated savings programme and transformation projects within that budget envelope.

The post holder will ensure the financial probity and competence of financial management within the directorate and that effective arrangements are in place to meet legislative and statutory requirements in relation to financial management and internal control.

The post holder is jointly accountable with the corporate management team and all senior management for the delivery of the council's equality strategy 2021-2024 and action plan and will personally lead elements of it and champion it overall.

The post holder will ensure the corporate parenting responsibilities for the council's looked after children and care leavers are fulfilled in accordance with the Children and Social Work Act 2017.

The post holder will enable staff in the directorate to lead cross-council projects on issues as defined by Cabinet. A limited number of reviews per year will tackle complex priority issues and also enable new skills and experiences to be developed by staff to aid their future career development.

The post holder will participate in the council's emergency arrangements as an on-call member and will fully participate in gold and silver arrangements as required, which may require chairing the formal council meetings.

The postholder is required to deputise for the chief executive in the role of London local authority gold at a borough level as required.

The post holder will ensure that all relevant health & safety legislation and the council's health & safety requirements are reasonably complied with.

The post holder will be required to operate within the delegations from the chief executive and head of paid service and as detailed in the council's scheme of delegation of the council's constitution.

The post holder will be required to work some evenings, weekends and occasional public holidays in order to meet service requirements and to ensure appropriate representation of the council with residents, the Leader and Cabinet and all elected Members and external bodies.

This is a politically restricted post under the Local Government and Housing Act 1989 and the Local Government Officers (Political Restrictions) Regulations 1990. The individual holding this post cannot have any active political role.

Politically restricted employees are prohibited from:

- standing for office as local councillors, MPs, MEPs, Members of the Welsh Assembly or Members of the Scottish Parliament,
- canvassing on behalf of a political party or a person who is, or seeks to be, a candidate, and
- speaking to the public at large or publishing any written or artistic work that could give the impression of advocating support for a political party.

Accountabilities – Corporate Director of Housing

Work collaboratively across the council and with elected members and residents to deliver the improvement plan for housing and ensure high quality, effective and compliant operational performance is delivered.

To provide the necessary information that the council needs to make informed decisions about compliance; managing risk; and the future direction of Croydon's Housing Services

To undertake a whole service review of the housing service and create a new design and delivery model for that establishes high standards for housing and tenant management, support services and asset management.

To promote meaningful engagement with tenants, ensuring that their voice is heard and is influential, while maintaining positive and productive relationships with tenant groups.

Ensure an appropriate control and assurance framework is in place to meet statutory, regulatory and financial requirements in order to manage risks to the business, including internal and external audit, health and safety, safeguarding and data protection, to inform relevant and timely intervention.

To be responsible for effective financial and operational performance of the Housing Revenue Account and operational budgets, maximising use of assets and supporting growth.

Working within agreed values and strategies to deliver quality services to our tenants, and empowering and encouraging staff to deliver an excellent service resulting in high levels of tenant satisfaction; reflecting our values on respect and dignity.

To be responsible for the delivery of and the performance of statutorily defined local authority functions relating to housing services and ensuring that effective systems are in place for discharging these functions working with the voluntary sector and other providers as appropriate.

To ensure that the requirements of legislation and relevant statutory obligations and guidance affecting housing services are identified and implemented including appropriate staff training.

To ensure the council meets its statutory responsibilities to priority and non-priority homeless households including the provision of temporary accommodation and the development of housing strategies to enable residents to make informed decisions.

To ensure appropriate housing need arrangements are in place and lead the preventative aspects of homelessness in a holistic manner, to support minimising the use of temporary accommodation.

To ensure the private sector meets its statutory responsibilities through the use of the Council's enforcement powers.

To ensure the delivery of an effective responsive repairs and planned maintenance service and the delivery of the HRA capital programme.
To work closely with the Corporate Director of Resources in managing the housing revenue account, its in-year delivery and future planning.

To ensure the development of housing strategies and policies in particular, homelessness, overcrowding and allocations

To work closely with the Corporate Director of Children, Young People & Education to ensure a sufficient supply of housing for care leavers.

To ensure the maintenance of the housing and transfer register, promoting housing mobility and allocating council and housing association homes to people in housing need.

Following the commissioning and procurement review, it is likely that a commissioning service will be based in this directorate.

To ensure the provision of major aids and adaptations for disabled people, enabling them to remain in their own homes and including 'staying put'.

Accountabilities (all corporate directors and service directors)

Tasks and accountabilities are intended to be a guide to the range and level of work expected of the post holder. This is not an exhaustive list of all tasks that may fall to the post holder and employees will be expected to carry out such other reasonable duties which may be required from time to time.

Strategy

To take a "one Council" approach to deliver more effective outcomes and at all times avoid a silo-ed, single directorate or service area approach.

To actively seek out and learn from external good practice and bring those new ideas and ways of working into service development and delivery.

To ensure the council listens to and engages residents in the development of ideas, strategies and policies and that co-design and co-production approaches are implemented throughout the directorate.

To contribute fully to the development and implementation of all corporate strategies, the Croydon Renewal Improvement Plan and the council's priorities and ways of working and to act as a project or programme senior responsible owner to lead and ensure the implementation of specific corporate projects as required.

To actively promote the council's priorities and ways of working and the council's leadership framework and values to ensure they are delivered throughout the organisation.

Service quality

To fulfil the best value duty requirements as established by the Local Government Act 1999 to make arrangements to secure continuous improvement in the way in which the directorate's functions are exercised, having regard to a combination of economy, efficiency and effectiveness.

Through personal example, commitment and clear action, valuing and celebrating the diversity of Croydon's communities, ensuring an inclusive approach and equality of access and treatment in employment and service delivery.

To develop appropriate service quality measures, targets and outcomes for accountable assessment. To seek out more transparent accountability mechanisms for delivery in the directorate.

To maintain an up to date knowledge of relevant legislation as applicable to the directorate and to the overall council.

To build effective partnerships to harness public, private, voluntary sector and community resources that can help deliver the Croydon Renewal Improvement Plan and the council's priorities and ways of working.

To be the council's (officer level) lead representative in a number of partnerships.

To work collaboratively with the trade unions to improve services and solve problems in a coherent and integrated manner.

Performance

To lead and direct the services within the directorate in order to ensure that they deliver effective and efficient services, that they set and achieve high standards of performance, that they provide best value and that the overall budgets are managed and controlled within the funding envelope agreed.

To lead, direct and uphold the internal control system that safeguards the residents' interest in the appropriate use of council resources and ensure the system is respected and complied with by all staff in the directorate.

To comply with the requirements of the Council's constitution and the relevant officer and other codes of conduct and ensure through personal leadership that staff in the directorate are familiar with, understand and comply with the requirements also.

To ensure the effective management of data and security of information received and used within the directorate, to comply with the relevant legislation such as GDPR and the Freedom of Information Act, recognising that the council wishes to operate in the most open and transparent way.

Resource management

To lead and direct an effective directorate management team.

To ensure that staff are informed, organised, performance managed, held to account and motivated to deliver high quality and cost effective services.

To uphold the mandatory financial regulations of the council and ensure that they are understood and complied with by the directorate's staff .

To plan and keep under review the services within the directorate to control the budgets within it, manage risk effectively and ensure accountability.

Leadership and Culture

To lead within the directorate and across the council, the change that is needed in order to ensure that adult social care services play their full part in achieving the Croydon Renewal Improvement Plan and the council's priorities and ways of working.

To act at all times in ways that create a fully inclusive workplace and operating culture, proactively seeking ways to ensure staff feel valued and that they all belong.

To seek ways to harness and fully develop the potential of staff working in the directorate and develop their talent.

To demonstrate through personal behaviour, active listening to staff and residents in ways that will help rebuild the relationship with the residents of Croydon and seeking out the resident voice to guide and advise the council in its' actions and decision making.

To model the behaviours required of all staff in terms of equality, ethical behaviour, empathy, effective governance, effective internal control, transparency, and openness.

Leadership Framework

The council's leadership framework follows the principles of a competency framework and all staff are expected to demonstrate these.

Developing Oneself – You demonstrate the values every day, you are passionate about the services you lead and deliver the vision and outcomes of Croydon Council. You are inspirational and engage others through personal leadership making the vision understandable to everyone.

Inspiring and Developing People – You identify talent and develop their capability to ensure a committed and motivated workforce, you create a culture based on the corporate values and ensure staff and stakeholders deliver a desired outcome.

Collaborating and Influencing for Results – You are challenging and innovative in your approach to driving high standards and value for money, you trust and respect staff and partners and empower them to be courageous to try new approaches.

Enabling and Facilitating the Community – You create effective collaboration between stakeholders, establish relationships and understand others perspectives. You are open and honest with others. You build a shared sense of purpose across Croydon, ensuring delivery and a collective use of resources

Corporate Values

Our values are the base of every job role within Croydon – our values are fundamental in everything we do as a Local Authority. You are required to demonstrate a commitment to our corporate values:



One Team: To cross boundaries to work together towards shared goals with colleagues, partners and communities

- You are strategically innovative in your approach to building and maintaining partnerships and you and your teams act in a joint enterprise with them. You use your contacts and colleagues to bring teams together.

Proud to Serve: We strive to always do our best for the community, getting the most from limited resources and using taxpayers' money wisely

- You are proud to be part of the wider Croydon and the contribution you and your teams make to it. You make a difference to people's lives through engagement and you strive to get the best possible value for money for customers.

Honest and Open: We work hard to build trust by treating everyone with honesty and integrity

- You think through who needs to understand what during communication; and take care to communicate detail clearly. You take people's views into account continuously. You trust people, colleagues and staff, to do their best and deal with any issues positively.

Taking Responsibility: We encourage and support each other to take responsibility and show what we can do, learning together and recognising each others' contributions

- You are clear where formal accountability lies and where we can all take responsibility for results. You praise your colleagues for their efforts and ideas and thank them for their contributions.

Valuing Diversity: We make the most of the many perspectives that make Croydon distinctive

- You treat all staff and customers with equal value and respect. In everything you do, you make good use of the wide variety of background, skills and perspective your teams, the Council and the community demonstrate.

PERSON SPECIFICATION:

Qualifications and Knowledge

- A professional or management qualification or educated to degree level or demonstrable equivalent experience.
- Evidence of continuing professional, leadership and personal development

Experience

- A senior track record in social housing or related sector.
- Proven experience of working within a large complex organisation and experience of working with elected members or a Board at a senior level.
- Experience of successfully leading and managing people, developing successful and cohesive teams.
- Experience of management at a strategic level, including the management of budgets and interpretation of business information, bringing acumen and insight to the role.
- A track record of successfully delivering continuous improvement in service delivery, with high levels of tenant satisfaction.

Skills and Abilities

- Acts with integrity, is accountable and actively promotes and supports the aims of
- A motivational leader, who inspires service excellence.
- A high level of interpersonal, communication, influencing, negotiating and political skills.
- Able to work intuitively with a wide range of stakeholders, maintaining effective partnership and stakeholder relationships.
- Able to assess risk and promote risk awareness without being risk averse.
- Able to translate strategy into short, medium and long term plans.

Personal Attributes

- A self-starter with a positive outlook and collaborative approach. Able to work on own initiative, exercise good judgement and be resilient.
- Proactively demonstrates a strong commitment to equality and diversity.
- Champions tenants gaining access to good quality homes and services.
- Able to make sound judgements, confident in own knowledge, able to give advice to others and be accountable for that advice.