

South
Yorkshire
Housing
Association

COME
HOME

CAMPBELL
TICKELL

Head of Customer Experience

Recruitment Pack
August 2024



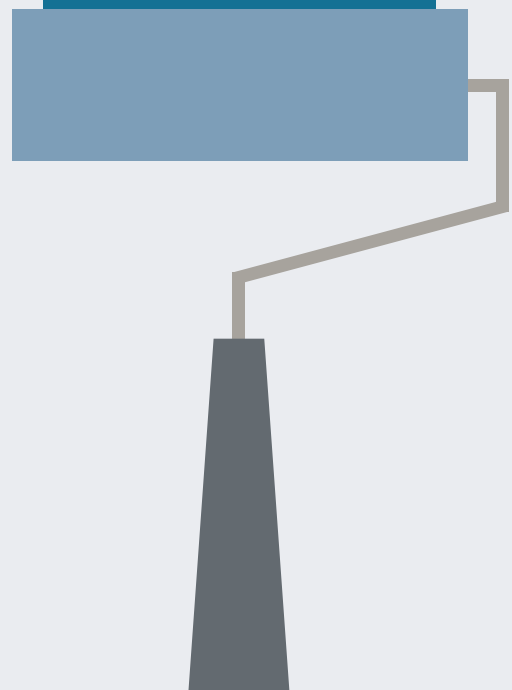


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Our purpose is for our customers to settle at home, live well and realise their potential.

We want people's experience with us to be a joy and we plan to be here for the long term.



01

Your application

Thank you very much for your interest in this Head of Customer Experience role at South Yorkshire Housing Association. On the following pages, you will find details of the role and the selection process to assist you in completing and tailoring your application.

You will no doubt do your own due diligence but do read this pack carefully as it will provide you with a good overview of the organisation and role. After you have done that, please feel free to get in touch with me, so that we can talk through your offer and get a sense of how that aligns to what South Yorkshire Housing Association is seeking.

To apply, we will need the following from you:

- A CV - Make sure this confirms your current/ most recent roles (you can sum up earlier roles, say before the last 15 years), tell us about your achievements so we get a picture of your skills and experience, and try to keep it to two pages or three at most.
- A personal statement - We want to hear about your motivation and why this role/ organisation. You will also want to evidence how relevant your offer is to the role specification; again, ideally in two to three pages.

- The declaration form, which is accessible via the role page on our website and includes space to indicate if you cannot attend any of the interview dates.

Please submit your completed application documents using the online form, which is accessible via our jobs page: www.campbelltickell.com/jobs. You will receive an email confirmation and see an onscreen confirmation message after submitting your application, but if you have any issues, you can call **075 0899 7839**.

The role closes on Monday 2nd September at 9am. Please ensure we receive your application in good time.

Do call me if you wish to have an informal discussion about the role and organisation, or if you have any other questions to help you decide whether to apply.

Kind regards,



Sewa Adebayo

Recruitment Consultant, Campbell Tickell
075 0899 7839



02

Welcome to South Yorkshire Housing Association

Thank you for your interest in joining us as our new Head of Customer Experience at South Yorkshire Housing Association.

We are now looking ahead at what SYHA is going to look like in the next period of our evolution. We're experiencing some challenges, but also embracing new opportunities - and this is an exciting moment for our new Head of Customer Experience to help us build a bright future for our organisation.

We are an organisation with a rich legacy that spans over 50 years of providing great quality housing and a broad range of services to communities in the Sheffield region. We are proud of the great work that happens across SYHA and are as committed as ever to supporting our local communities, always driven by a strong sense of social purpose.

At SYHA, we believe that excellent customer experience is at the heart of everything we do. This is a great opportunity to help take the customer voice and combine it with our vision and corporate strategy. You will lead and shape engagement initiatives and strategies to ensure our services not only meet but exceed the expectations of our customers, driving satisfaction and loyalty.

We are looking for a Head of Customer Experience who has the vision, drive and enthusiasm to deliver great experience to all our customers. You will of course be passionate about delivering great homes and great places to live, along with providing support and care which reflects the needs of our communities. As part of South Yorkshire Housing Association, you will play a key role in developing the organisation, and supporting our stakeholders.

If that sounds like the kind of challenge that inspires you, then we would love to hear from you.

Warm regards,



Charlotte Murray

Executive Director of Corporate Services
South Yorkshire Housing Association

03

About South Yorkshire Housing Association

South Yorkshire Housing Association was founded in 1972 as part of a movement to end homelessness. We have been providing social housing and related services to individuals and families in the region for over five decades, celebrating our 50th birthday in 2022. Throughout our history, SYHA has been committed to providing high-quality, affordable homes and supporting individuals to live independently and thrive within their communities.

Over the years, SYHA has significantly expanded its housing stock and services. We currently have 5,700 homes across a diverse range of properties across the Sheffield region, a staff team of c.450, and provide services to 10,000 customers each year. A significant proportion of our homes are available for affordable rent, but we also provide shared ownership properties, and a range of accommodation for specific groups - including extra care housing for the over 50s and supported housing for people with mental health support needs and/or those experiencing homelessness.

We also offer various support services to enhance the wellbeing and quality of life of our customers and communities. These include help with tenancy sustainment, employment and training support, community engagement initiatives, and partnerships with local organisations.

At the more commercial end of the spectrum, we are members of a build-for sale joint venture and we run a high-street estate agency.

Our purpose is for our customers to settle at home, live well and realise their potential. We recently published a revision to our Interim Strategic Plan for 2023-24 in which we laid out four key themes for the organisation, to help us fulfil our purpose:

1. Doing the basics brilliantly
2. Business resilience
3. Governance
4. People

Key documents and further reading

- Our Interim Strategic Plan 2023/2024 can be **found here**.
- The Regulator of Social Housing's current judgements about SYHA can be **found here**.
- Information about our staff team and Board can be **found here**

04

Executive team



Larry Gold
Chief Executive

Larry joined us as our CEO in 2023, bringing experience of working in the private sector, local and central government, and over 20 years in the housing sector.

He's held leadership roles at the Prime Focus Regeneration Group, Walsall Housing Group, and Trafford Housing Trust where he was brought in to set the company up in 2004. Larry has a strong strategic focus and operational expertise leading across finance, governance, development, and operational business divisions.

Larry is the Chair of the South Yorkshire Housing Partnership and is also an NED at Arawak Walton Housing Association and Deputy Chair at Rochdale Boroughwide Housing.



Charlotte Murray
Executive Director of Corporate Services

Charlotte is our Executive Director of Corporate Services.

She joined us in 2019 and leads a broad portfolio that includes our Customer Connect, People and IT teams.

Before joining us, Charlotte was chief operating officer at Good Things Foundation, an international digital and social inclusion charity.



Juliann Hall
Executive Director of Care

Juliann is our Executive Director of Care, Health and Wellbeing. With more than 15 years' experience in the health and social care sector, Juliann oversees our LiveWell work and has led our response to changes in health and social care.

Before joining us, Juliann was deputy chief executive of South Yorkshire-based Autism Plus, a charity offering a range of care, employment and education services to people with autism.



Gareth Wallace-Parkin

Executive Director of Housing

Gareth is our Executive Director of Housing, and has the lead responsibility for our landlord services, maintenance, strategic asset management and sustainability. Gareth also chairs our Diversity and Belonging steering group.

Joining the organisation in 2005, Gareth has over 20 years' experience in the housing, health and social care world – which has involved developing new models of housing for tackling root causes of homelessness.



Helen Whittingham

Executive Director of Finance and Development

Helen is the newest member of our Executive team; she joined us in April 2024 and is our Executive Director of Finance and Development.

Prior to this, Helen held positions including Finance Director at Your Housing Group and Head of Finance at Trafford Housing Trust.



Our Board

Our Board of non-executive directors bring a wealth of experience and knowledge from their different backgrounds. They work with us to hold the organisation to account, to ensure that we are operating effectively, and help us to achieve our purpose.

- Matt Harrison (Chair)
- Kay Dickinson (Vice Chair)
- Claire Stockill
- David Smith
- John Jeffries
- Sharron Dyett
- Maggie Gjessing
- Nicki Doherty
- Pam Hankinson (Member Responsible for Complaints)
- Terry Proudfoot
- Uday Bola
- Will Pritchard

05

Role profile

Reports to Executive Director of Corporate Services

Responsible for customer services, multi-channel customer contact, channel shift, customer experience, customer engagement, customer complaints and continuous improvement.

Job purpose and role

- Provide inspirational leadership of our customer services, with overall responsibility for the development, performance and maintenance of the customer service activities of the organisation, ensuring high quality contacts digitally, over the phone, in writing or at our city centre head office.
- Embed a culture of performance management through the delivery of departmental performance targets and key performance indicators and ensure that best practice in the provision of services is integral to the departmental approach.
- Be an energetic and inspirational leader in the design, development and delivery of a new exciting Customer Engagement Strategy, ensuring customer voice and satisfaction is integral to all aspects of SYHA's work and governance.
- Enhance SYHA's approach to complaints by developing, leading and promoting a continuous improvement culture, with the aim of a strong internal process and positive complaint handling in compliance with the Housing Ombudsman's Complaint Handling Code.
- Drive SYHA to deliver on our Digital First ambitions and make digital the primary channel for customer transactions where appropriate.
- Lead and shape all relevant customer committees including the customer scrutiny groups.

Main duties and key result areas

Executive leadership

1. Lead our corporate Customer Contact department, ensuring exceptional service across all channels (digital, telephone, face to face).
2. Manage and be accountable for budgets and expenditure within the department, including procurement of new and existing services.
3. Provide training and development to necessary colleagues to ensure all policies and ways of working are delivered consistently and with a positive impact.
4. To contribute to organisational strategy as a member of the Leadership Team.

Customer Experience and Service Quality

5. Drive a coherent and consistent approach to customer contact across the whole business.
6. Play a lead role in developing and delivering our Digital First and channel shift objectives, promoting and developing innovative ways of interacting with our customers and communities.
7. Ensure our customer communications are warm, empathetic, and clear, working closely with Marketing, IT, and operational teams.
8. Lead the continuous improvement of complaints handling, ensuring we receive, respond, and resolve complaints in a customer-centric way and in accordance with the new Housing Ombudsman code and regulatory requirements.
9. Ensure our customer's voice is heard by identifying, developing, and implementing service improvements as a result of customer intelligence, feedback, and insight.
10. Implement processes for learning from the Housing Ombudsman and other regulatory reports and insights.



11. Work closely with all senior managers and business leads to ensure service failures are owned and resolved, and that we learn from our mistakes.

Customer Engagement and Empowerment

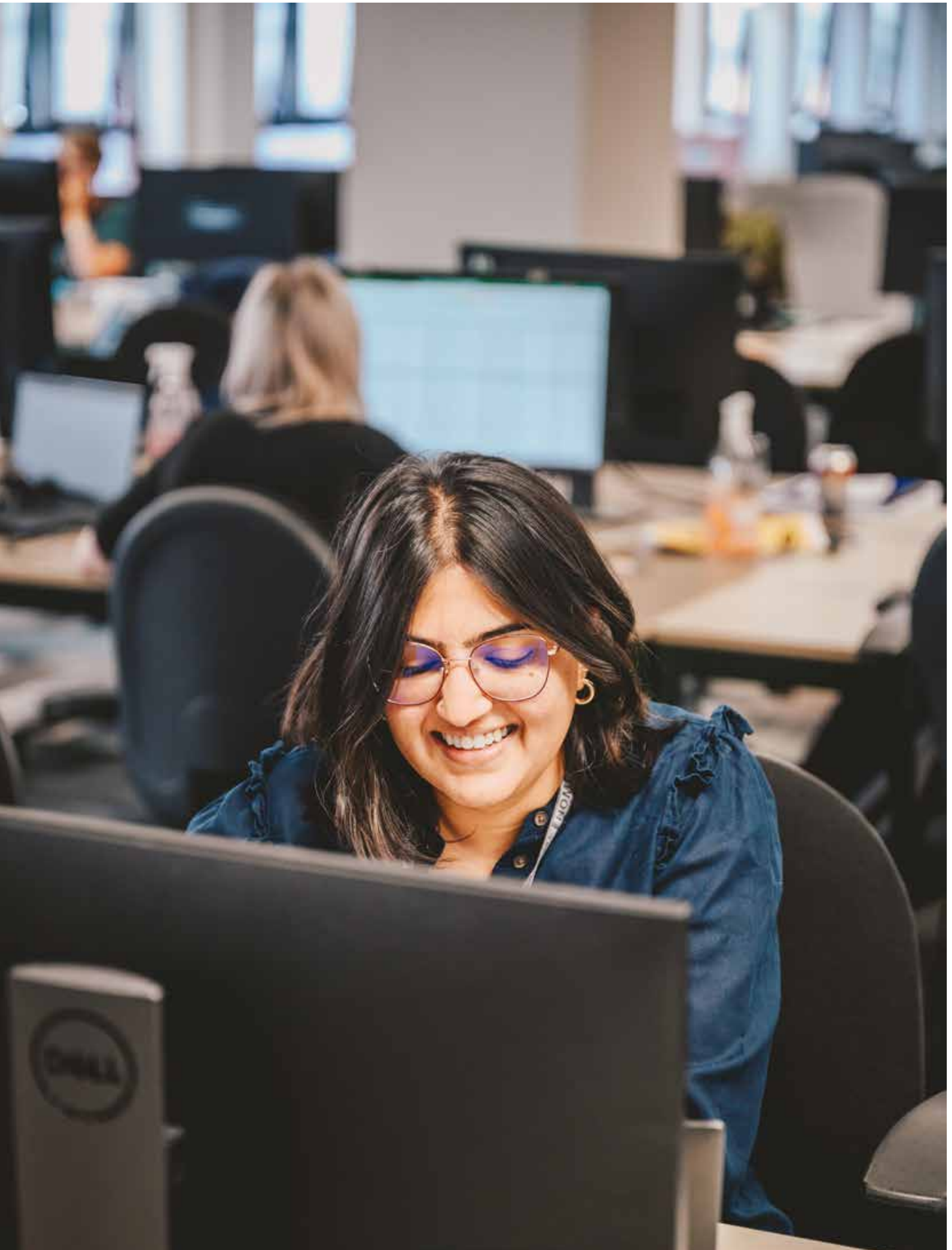
12. Create SYHA's new Customer Engagement approach, building on SYHA's history of co-production and co-governance, and incorporating requirements of the new regulatory standards.
13. Grow the numbers and diversity of engaged customers.
14. Be a champion of customer engagement and empowerment across all teams to deliver outcome-focused services.

15. Work with key stakeholders both externally (such as TPAS) and internally to promote customer engagement with the key aim of insight from our customers informing service improvements and decision making at all levels.

16. Play an active role in supporting the appropriate Committees and Board reporting, ensuring reports and agreed actions are delivered on time.

Innovation and Continuous Improvement

17. To actively seek opportunities for service development, including regularly reviewing best practices, benchmarking, and forming strategic links with other organizations and partners that benefit tenants and enhance service delivery.



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Person specification

Impact on Others

- Proven experience of leading, successful customer contact centre teams to achieve a high level of performance outcomes across multiple channels.
- Excellent leadership skills to inspire, motivate and develop a team in a hybrid working environment.
- Provide leadership to our customer contact centre and experience team.
- Ability to develop, lead and deliver our Customer Engagement Strategy, supporting other managers to embed across the business.
- Promote a strong team performance culture to achieve the highest standards of customer experience.
- Ability to lead the development of a customer voice culture in an organisation.
- Ability to translate complex data simply using clear and articulate communication skills, both written and verbal.
- Strong communication & presentation skills with ability to tailor approach to different stakeholders.
- Ability to work as part of a diverse team and experience of managing and supervising others.

Motivation

- Determination to develop a sustainable business which provides excellent customer service and value for money.
- Ability to organise own workload, and work with minimum supervision and to deadlines.
- Willingness to coach others in the development of customer service, complaints and performance.

Values

- Cares about our customers, can demonstrate a strong customer focus and a commitment to high quality customer service and customer engagement.
- Commitment to diversity, equality and values of the organisation.
- Recognises that the best workplaces are diverse. Celebrates and champions diversity.
- An open and warm leader. Demonstrates humility, is calm and balanced and has a high level of grit. Great to work with.

Professional Know-how & Qualifications:

- A track record in designing customer journeys and using IT and telephony systems to drive digital improvements and channel shift.
- Experience of managing a multi-disciplinary team.
- Educated to degree level or significant experience in a similar role.
- Be highly analytical with the skill to spot trends and predict future impact.
- Experience of setting and managing budgets.
- Computer literate and experienced in the use of Microsoft products.

Problem Solving

- Developed analytical skills and experienced in using data and customer insight to drive service improvements and customer satisfaction.
- Demonstrate an understanding of risk management and the ability to make strategic decisions.

Work Related Circumstances

- Willingness to undertake training for personal development and professional qualifications (such as the Institute of Customer Service) as required.
- Ability to work flexibly within and outside core office hours to meet organisational needs.

**Larry Gold
CEO**



Head of Customer Experience



Our approach to designing and delivering services enables us to offer opportunities and support that are diverse, inclusive, and that bring together everyone's strengths.



07

Key terms and conditions

Remuneration

£56,774 - £58,916 pa

Additional benefits

We offer a range of benefits for our employees including:

- Social Housing Pension Scheme (SHPS), up to 5% pension contribution.
- As an SYHA Employee, you will have access to a variety of discounts and offers at a range of shops, retailers and cinemas.
- Free healthcare benefits and services.
- Childcare vouchers and cycle to work scheme.

Annual holiday entitlement

27 days annual leave, plus statutory Bank Holidays and 4 SYHA days at Christmas, Easter, Spring and August Bank Holiday (a total of 12 bank holidays, all pro rata). The leave year runs from 1 April to 31 March.

Working hours and location

37 hours per week, we offer flexible working and operate a hybrid working approach with a 50/50 work from home/in the office split.

Your usual place of work will be our head office at 152 Rockingham Street, Sheffield, S1 4EB. Occasional travel will be required to fulfil the requirements of the role.

Probation and notice period

The probation period is six months. Notice period thereafter is three months.

08

Key dates and the selection process

Closing date: **Monday 2nd September at 9am**

The meeting to agree the longlist is due to take place on Wednesday 11th and candidates can expect to hear back shortly thereafter.

First interviews: **Tuesday 17 September**

Longlisted candidates will be interviewed by a Campbell Tickell panel. Interviews will be held online.

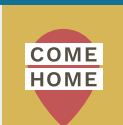
We will be in touch by the end of the week to let candidates know if they have been shortlisted for the next stage.

Final panel interview: **Wednesday 25 September**

There will be a final in-person panel interview led by Charlotte Murray (Executive Director of Corporate Services), Claire Matthews (Head of Business Change), Helen Phoenix (Head of Service) and Arica Langston (Executive Assistant). The interview will take place at our Rockingham Street office in Sheffield.

Please let us know if you have difficulties with any of the published dates and/or if you require any adjustments for any part of the recruitment process.

South
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Head of Customer Experience

£56,774-£58,916 pa

Sheffield | Hybrid

With over 10,000 customers and nearly 6,000 homes, South Yorkshire Housing Association (SYHA) is a key player in the housing sector across South Yorkshire. We are deeply committed to the communities we serve, ensuring that understanding our people and places is central to our mission.

We are excited to be seeking a new Head of Customer Experience to join our leadership team. This is a pivotal role, as our new Head of Customer Experience will be instrumental in shaping and implementing our customer engagement strategies, aligning with our mission to deliver exceptional service to our residents. You will be a champion for customer voice, ensuring a culture of learning that means our customers' perspectives are proactively acted upon across the business and are situated at the heart of our service delivery.

We are looking for a visionary leader who can bring innovative ideas for our customer connect function. You will have the skills

to communicate this vision across the organisation and the leadership qualities to work collaboratively with our teams to deliver on these goals. Knowledge of customer service principles will be essential, and ideally you will also bring knowledge of the Housing Ombudsman Service's complaint handling code. Additionally, your ability to lead, inspire and engage both employees and customers is equally important.

You will have exposure in a leadership role focused on customer experience within the social housing sector, and be ready to bring your knowledge around the new consumer standards to help ensure that

we are delivering excellence. You will share our commitment to supporting our customers and communities, driven by the desire to make a tangible difference.

This role offers an opportunity to impact how we operate at SYHA. If this sounds like the kind of challenge that motivates you, we'd love to hear from you.

You can download a job pack from www.campbelltickell.com/jobs.

For further discussion please contact **Sewa Adebayo** at Sewa.Adebayo@campbelltickell.com or **075 0899 7839**.

Closes | Monday 2nd September | 9am

CAMPBELL
TICKELL

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