

CAMPBELL
TICKELL



Director of Housing and
Communities

January 2025



Your application

Thank you very much for your interest in this Director of Housing and Communities post at Cynon Taf Community Housing Group. 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 Cynon Taf Community Housing Group 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, and you will also want to evidence of how relevant your offer is to the role specification; again ideally in two to three pages; and
- 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 020 3434 0990.

The role closes at 9 am, Monday 17th February 2025. 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
075 0899 7839**

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Welcome to Cynon Taf

Thank you for expressing an interest in what we believe is a fantastic and unique opportunity to join our Executive team at Cynon Taf Community Housing Group. We are currently recruiting for three key Director roles: Director of Assets, Decarbonisation and Growth; Director of Housing and Communities; and Director of Organisational Development and Business Improvement.

These appointments come at an exciting time for our group, as we look to build on our strong foundations and drive our mission forward to provide housing and support for the people and communities we serve. We have recently undertaken a thorough review of how we deliver our services across all areas which has helped us see exactly what is working well and where we need to look again at how we do things. So, as a result of the work we have already done to date, we now have a clear view on where change needs to happen and a clear direction of travel. We are in the process of shaping our new strategic plan which is set to launch in April 2025. This new plan will outline our refreshed corporate vision, values, and key objectives, serving as a roadmap for our strategic priorities and guiding our efforts moving forward. These new director posts, as part of the Executive Team, are responsible for leading and delivering this new strategic plan, which is being shaped collaboratively with staff, tenants, and stakeholders.

Each of these new roles represents a critical area of focus for us. As we continue to grow and adapt, we are seeking talented and passionate individuals to help us deliver on our ambitious goals. Whether leading the charge in transforming our property portfolio and embracing decarbonisation, strengthening our community impact and housing services, or enhancing organisational performance and culture, these roles represent an integral part of our newly established Executive leadership structure, offering an exciting opportunity to shape the future of our group.

Today, our work is more important than ever, as we navigate emerging challenges and embrace opportunities in an evolving world. Each of these new Directors will play a key role in ensuring we remain at the forefront of innovation and excellence in housing, learning, adapting, and sharing what we've learned. We are proud of our history, and we are also ambitious about our future. We know that our people are at the heart of our success, and we are looking for leaders who can inspire and empower our teams while building strong relationships with tenants, stakeholders, and partners. We welcome leaders already operating at this level and we are also open to step-up candidates. What matters to us is that you are committed to delivering meaningful change, and bring fresh ideas, enthusiasm, and a collaborative approach.

At Cynon Taf Community Housing Group, we place great value on collaboration, inclusivity, and respect – principles that underpin all our relationships and guide the way we work. As someone who has recently joined the organisation myself, I have been deeply impressed by the dedication, welcoming and supportive culture across the whole group and I'd like to invite you to learn more about this opportunity and encourage you to explore whether your skills, experience, and leadership style align with our aspiration.

If you are excited by the opportunity to contribute to an organisation that is making a tangible impact on people's lives, we would love to hear from you. Please read on to find out more and be inspired.

With all good wishes

Auriol Miller

Chief Executive

About Cynon Taf

Cynon Taf Community Housing Group comprises three organisations, detailed below. We are registered under the Co-operative and Community Benefit Societies Act 2014 with Charitable Status No. 30399R. Cynon Taf Community Housing Group is based in Abercynon in the heart of Rhondda Cynon Taf in South Wales.

Cynon Taf Housing Association manages around 2,000 homes across the Cynon and Taf valleys, a mix of mainly general needs housing plus sheltered and supported accommodation. The association employs more than 70 people who support and deliver our core services, ensuring that tenants' homes are safe, warm, and affordable. Our team also supports tenants to pay their rent and other bills and helps them to develop new skills or strengthen existing ones.

Cwm Taf Care & Repair has offices based in both Rhondda Cynon Taf and Merthyr Tydfil. It forms part of the wider national Care & Repair movement in Wales, which supports clients in privately owned homes to live safely, warmly, and as independently as possible. Cwm Taf Care & Repair works closely with the Cwm Taf Morgannwg University Health Board, local authorities, and other partners who fund their services including their dedicated dementia service and handyperson service.

Down to Zero is a community benefit society that aims to actively engage and work alongside the community to mitigate climate impact locally. It operates across two sites, Pontyclun, and Mountain Ash, in Rhondda Cynon Taf. The project provides training and volunteering opportunities for our Housing Association tenants and the wider community to support their wellbeing.

Above all, we are a people-based organisation, passionate about providing great services and support, being a good employer, and a respected partner in our region and across Wales.

We are in the process of shaping our new strategic plan which is set to launch in April 2025. This new plan will outline our refreshed corporate vision, values, and key objectives, serving as a roadmap for our strategic priorities and guiding our efforts moving forward. These new director posts, as part of the Executive Team, are responsible for leading and delivering this new strategic plan, which is being shaped collaboratively with staff, tenants, and stakeholders. We have outlined our current strategic goals, vision, and values below:

Our Strategic Goals

Our current strategy (2021-2025) is built around five key priorities that shape our approach to housing and community development:

1. Providing quality homes and services: Ensuring our homes are safe, affordable, and well-maintained, with a strong focus on tenant satisfaction.
2. Tackling climate change and decarbonisation: Reducing carbon emissions through energy-efficient housing and sustainable practices to support a greener future.
3. Strengthening communities: Empowering residents through engagement, support, and opportunities to help build resilient and vibrant neighbourhoods.
4. Growing our impact: Expanding our reach through thoughtful development and partnerships, delivering more homes and services that meet evolving needs.
5. Developing our people: Investing in our staff and fostering a culture of collaboration, innovation, and inclusion.



OUR VISION

We want to be part of happy, healthy, and prosperous valley communities where everyone has a chance to live well.

OUR PURPOSE

We're here to provide great homes and support for the people who make up our communities.

Our Values

- PASSION – We care passionately about what we do
- RESPECT – We treat everyone with respect
- RESPONSIBILITY – We take responsibility for our actions
- INTEGRITY – We carry out our roles with honesty and sincerity
- EXCELLENCE – We always do our very best

Key documents: for more details, read our [CTCHG-Annual-Report-2023-24.pdf](#)



Role profile

Reports to: Group Chief Executive

Responsible for: Head of Housing & Communities, Down to Zero Project Manager

Main Purpose of the Role

Responsibility for the strategic leadership of our well-established Housing and Communities team within the Housing Association, and responsible for the further development and growth of the subsidiary Down to Zero, aiming to build greater synergies between the different teams to maximise tenant and wider community well-being. Leading and delivering the strategic vision for our customer services and our future environmental sustainability.

Leading the directorate to ensure delivery of the Tenant Involvement Strategy, ensuring we hear and act on the voice of our customers, embedding an assets-based approach to our community work, and strengthening customer outcomes and satisfaction. Leading, developing, and promoting external partnerships working with all stakeholders. Maximising our impact and sustainability through community development and social enterprise.

Duties and Responsibilities

Strategic Leadership

1. Working collaboratively with the Executive Team, to lead and provide strategic direction for the organisation's customer services, housing management, income collection, tenant involvement, and community well-being activities.
 2. To provide timely information and support to the Executive Team and Board to ensure delivery of the strategic corporate plan and to shape the future direction of the organisation.
 3. Lead on risk management for the directorate, ensuring risk strategy, policy, and process are embedded within the teams.
 4. Lead the delivery of excellent customer service across the organisation.
 5. To create and support a high-performance culture within the directorate and across the organisation which enables and drives both customer and colleague satisfaction.
 6. Lead, develop, and promote external partnership working with all stakeholders, particularly with tenants and communities encouraging their active involvement in shaping, monitoring, and scrutinising our services to shape future delivery.
 7. Ensure all practices comply with legislation, statutory, and regulatory requirements and that we seek to demonstrate best practice.
 8. Ensure that budgets are well managed within the directorate, and that value for money is delivered.
 9. Ensure Health and Safety compliance and obligations are achieved in relation to the housing and community services and Down to Zero subsidiary.
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Housing & Communities

10. Lead our housing and communities' directorate.
11. Develop a customer-centric, performance-focused leadership team capable of delivering continuous business improvement, initiatives, and a culture that supports the delivery of our strategic ambitions.
12. Foster a collaborative approach to tackle complex cases effectively working closely with other directorates to achieve a timely, positive outcome for customers.
13. Ensure our service offer continues to evolve to reflect our customer profile and customer demand and is influenced by customer feedback and insight.
14. Make effective use of established technology and emerging sector good practice.
15. Provide assurance to the Board of our compliance with the relevant standards, codes, and regulatory matters.
16. Grow and strengthen our partnership working with key Local Authorities and health partners. Nurture relationships and form partnerships with government, charity, and community organisations.

Down To Zero

17. Lead our contribution to the development of self-sustaining communities.
 18. Support the Down to Zero Project Manager to deliver against the project's objectives.
 19. Ensure we are strategically aligned with the Wellbeing of Future Generations (Wales) Act, the Environment (Wales) Act, Welsh Government priorities, Rhondda Cynon Taf County Borough Council's corporate plan, and national funders in the area.
 20. Grow and strengthen our partnership working with key stakeholders and funders including Welsh Government, Cwm Taf Morgannwg University Health Board, Cardiff Metropolitan University, National Lottery, and other government, charity, and community organisations.
 21. Work across the directorate to deliver sustainable benefits for all our customers.
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Key Measures of Performance

1. Delivery of the directorate's contribution to the corporate plan, focusing on the well-being of our Customers, Communities, Finances, Governance, and Colleagues.
2. Creating a culture that delivers tenant satisfaction with a focus on enabling staff to continuously learn from our data and evidence.
3. Shaping the directorate to ensure that it is positioned to meet the challenges of the future.
4. Delivery of value for money ensuring it is embedded within the directorate.
5. Budget.
6. Delivering compliance and assurance with the Regulatory Self-Assessment framework.

Key Capabilities

1. Strategic thinking: Leading the organisation's overall strategy and vision for the directorate.
2. Inspiring: Engaging the teams to deliver their shared objectives.
3. Innovative: Instilling a culture of innovation and transformative services.
4. Progressive: Always looking for new ways to improve how we deliver for our communities.
5. External focus: Engaging with key partners to share learning and deliver against our shared strategic outcomes.

Person specification

Key Attributes

- Senior leadership role leading strategic vision, planning, and delivery of customer services.
- Experience in successfully inspiring, leading, driving, and developing modern, high quality, responsive, and customer-focused services.
- Experience in leading, engaging, and managing employees across different teams.
- Experience in working collaboratively with colleagues to deliver organisational objectives.
- Proven success in building effective external partnerships to maximise impact.
- Effective management of service budgets and resources.
- Commercial thinking; identifying and evaluating opportunities, negotiating long-term strategic partnerships, effective contract negotiation, and management.
- Working effectively to influence boards, committees, and stakeholder groups.
- Experience in the Housing sector.
- Learning from experience and data to develop policies and practice that improve service quality.
- Living our values through attitudes and behaviours.
- Promoting equality and diversity in relation to employment and service delivery.

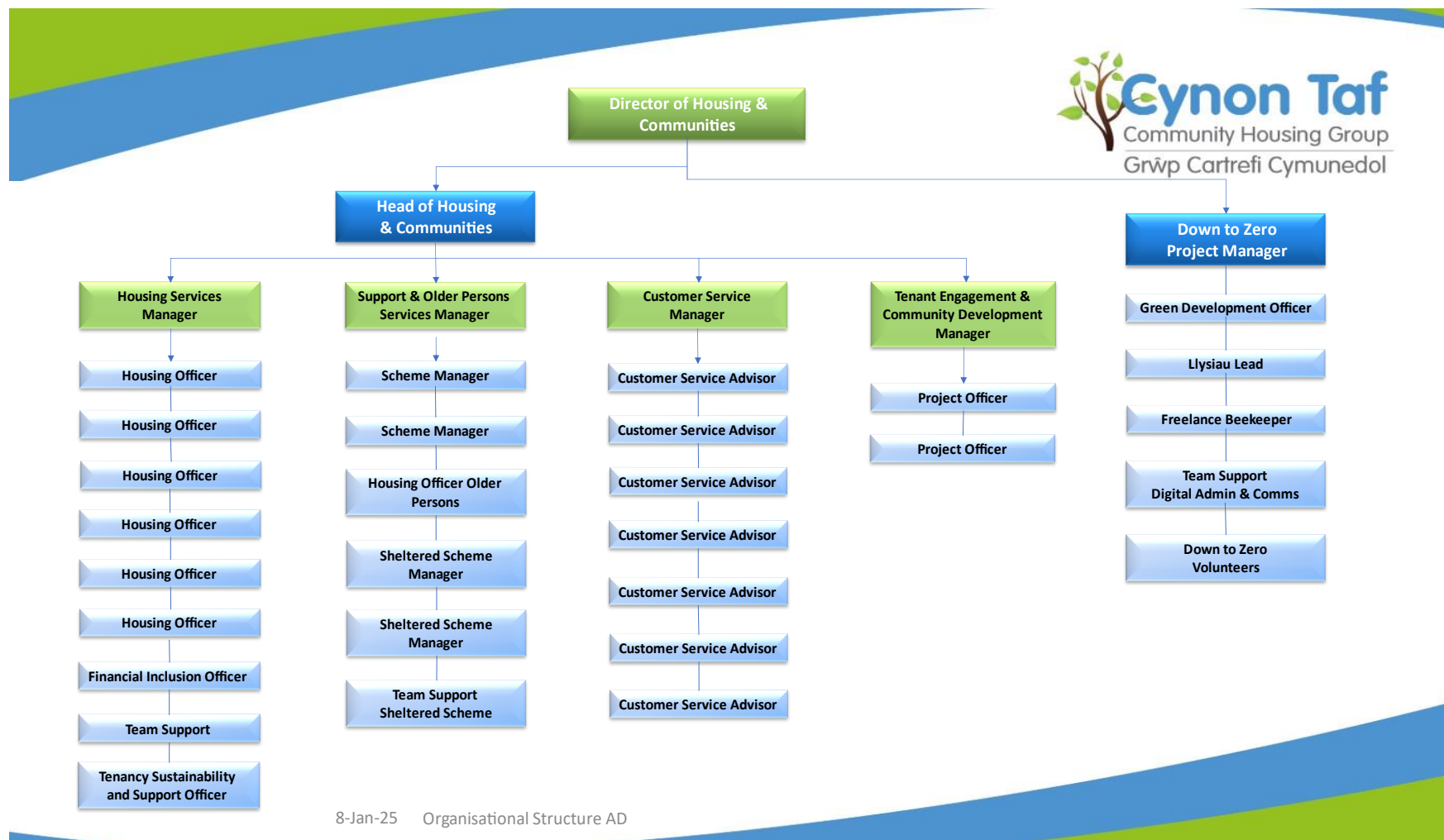
Technical Abilities

- Chartered Institute of Housing membership level 5 is desirable, with evidence of keeping professional knowledge and skills up to date.
- Extensive knowledge of complex housing legislation and up-to-date case law, extensive housing management experience at a senior level including a variety of tenure types, including ASB, income collection, engagement, and safeguarding.
- Highly developed written communication skills including report writing (up to and including Board Reports) and delivering presentations to a variety of audiences within and outside of the organisation.
- Ability to communicate complex business information to a variety of audiences.
- A wide range of skills and abilities essential to be able to lead and develop a business at an executive level such as inspiring, influencing, persuading, and negotiating to achieve successful business outcomes.
- Experience in embedding equality and diversity principles.

It would also be beneficial for the post holder to have:

- Strong, up-to-date, professional knowledge of social and affordable housing, relevant Welsh government policy, Welsh regulatory framework, and regional and local networks.
- Written and spoken Welsh language skills.
- Welsh Housing Sector experience.

Structure chart



Key terms and conditions

Remuneration

£85,526

Annual holiday entitlement

25 days annual leave, plus all public holidays, plus 4 complimentary days. This rises to 30 days (1 day per year) after five years' service.

Working hours

Normal hours of work are 35 hours per week based around the usual business working week. However, due to the seniority of this post, there is a requirement for flexibility in meeting the full responsibilities of the post.

Probation

The probationary period for the role is six months, after which the notice period is three months.

Other Benefits

Access to a package of benefits to support staff wellbeing including Trust Clock – empowering employees to manage their time effectively, providing flexibility to balance work responsibilities with personal and home commitments; discounted gym membership; employee assistant programme; contributory pension scheme with Life Insurance Cover; Learning and Development opportunities; yearly paid Professional subscription and 2 dedicated volunteering days each year to support a charity, serve on a board, or contribute to a local initiative that matters to you.

Location

Your normal place of work will be our office at Cynon Taf Community Housing, Unit 4, Navigation Park, Abercynon, Mountain Ash CF45 4SN, but occasional travel across all our operating areas is expected. We operate a hybrid working environment and are happy to discuss this with interested candidates.

Key dates and the selection process

Closing date: Monday 17th February at 9 am

The client meeting to agree on longlisted candidates will take place shortly after the role closes. We will be in touch to let you know the outcome of your application by the following week.

First interviews: Wednesday 26th February | Thursday 27th February | Friday 28th February

Longlisted candidates will be interviewed by a Campbell Tickell panel. We will be in touch to let you know the outcome of the interview the following week.

Interviews will be held online via MS Teams.

Stakeholder conversations: w/c 10th March 2025 | via teams

Shortlisted candidates will have the opportunity to have conversations with senior staff, a selection of tenants, and other partners.

Final interviews: Tuesday 18th March | Wednesday 19th March | Thursday 20th March

Shortlisted candidates will be interviewed by a panel led by Auriol Miller (Chief Executive) and including Tina Gabb (Interim Director of Organisational Development & Business Improvement), and a member of the board, with Sewa Adebayo (Campbell Tickell) observing.

Final interviews will be held in person at Cynon Taf Community Housing Group. This will include a presentation.





Director of Assets, Decarbonisation and Growth
Director of Housing and Communities
Director of Organisational Development and Business Improvement

Wales | £85,526

Cynon Taf Community Housing Group is in the heart of south Wales and manages around 2,000 homes across the Cynon and Taf valleys, a mix of mainly general needs housing plus sheltered and supported accommodation. With a strong commitment to sustainability, innovation, and growth, we are embarking on an exciting new chapter in our journey.

To help us achieve our ambitious goals, we are looking to appoint three key Director roles: Director of Assets, Decarbonisation and Growth, Director of Housing and Communities and Director of Organisational Development and Business Improvement to join our team to share in the delivery of our new strategy from 2025.

Director of Assets, Decarbonisation and Growth:

We are looking for a dynamic and strategic leader to drive our asset management strategy, champion our decarbonisation agenda, and lead our development and growth plans.

Director of Housing and Communities:

We're keen to attract a dynamic and experienced leader to lead the delivery of high-quality housing services, champion tenant engagement, and oversee community initiatives that create meaningful and lasting change.

Director of Organisational Development and Business Improvement:

We are seeking a strategic leader who is innovative, visible, and driven to deliver organisational development initiatives, who can inspire, learn and deliver impactful solutions.

Please contact [Sewa Adebayo](#) at [Campbell Tickell](#) to arrange an informal discussion at sewa.adebayo@campbelltickell.com or on [07508997839](tel:07508997839).

A job pack is available at www.campbelltickell.com/jobs
Closes Monday 17th February at 9am

CAMPBELL TICKELL

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