# **HAY Job Description**

# Senior Manager



## Job Purpose:

- To support the Head of Housing and Neighbourhoods in securing the continuous development, improvement, efficiency and success of accommodation services provided on behalf of corporate partners, through effective leadership, budget management, strategic direction, planning, management and governance.
- To provide overall management, monitoring and quality assurance for the income collection, arrears management, tenancy sustainment and tenancy conditions enforcement of all tenants and licensees managed on behalf of Housing Needs, Adult Social Care, the Housing Companies and the council owned Gypsy and Traveller Sites. The role will drive and manage a culture of accountability, ownership and positivity.
- The post holder will strategically develop and manage relationships across services, creating SLAs where needed, and ensuring that there is accountability and escalation in place so that tenants and licensees are always served well corporately and services across HMS are delivered with a focus on reducing stigma, increasing satisfaction, and improving the sites managed.
- The post holder will not only robustly manage budgets but also be strategic around understanding where costs and losses are happening and put interventions in place that will mitigate these, bring Value For Money, and create a commercial mindset amongst all staff, which leads to significant and measurable improvement year on year.

## Dimensions:

- Leading a service of approximately 30 staff.
- Leading the delivery of services across all stock managed by the Housing Management Service on behalf of corporate partners.
- Managing the income collection of approximately £26.5 million
- Managing a budget of circa £2 million

Version 1: (August 2025) Date of Job Evaluation: (06/08/2025)

## **Principal Accountabilities:**

- 1. Work collegiately with colleagues on the Senior Management Team (SMT) and make a proactive contribution delivering departmental and corporate objectives.
- 2. Lead and manage a portfolio of customer focused services in alignment with both corporate and departmental aims and priorities.
- 3. Provide leadership and management to achieve high performance and effective operational delivery; which will include managing the effective use of resources and staff.
- 4. Work closely with the Operational Director to support effective working relationships with relevant portfolio holders.
- 5. Support and develop partnership working, including acting as an effective ambassador and advocate with external organisations.
- 6. Development and delivery of an annual service plan that incorporates strategic objectives; translating these into ambitious but achievable performance targets which will be continually monitored, measured against and reported on.
- 7. Lead the delivery of an outstanding holistic landlord service that manages end to end let to relet of tenancies and licenses, including but not limited to lettings, sign ups, ASB management, rent collection and arrears management, and enforcement action including evictions. Ensuring the service acts as an advocate for tenants and licensees in matters relating to repairs and estates, with all work motivated and measured by resident satisfaction and KPIs.
- 8. Create and lead a culture of accountability, commitment and ownership, with all staff understanding what they need to do and having a positive attitude towards tenants and their work, never allowing stigma to go unchecked.
- 9. Hold principal accountability for ensuring KPIs are met with all staff understanding the importance of their roles and the impact on the Housing Revenue Account and General Fund and the future of the landlord service, with particular focus on rent collection and arrears management, tenant satisfaction and void turnaround times.
- 10. Ensure excellent financial management of budgets on behalf of corporate partners and the health of the Housing Revenue Account by monitoring areas of high spend, high risk and agreed contracts and SLAs, contributing to the annual formulation of budgets and advising on potential areas of growth and spending so forecasts are accurate.
- 11. Provide leadership and management to achieve high performance and effective operational delivery, which will include managing the effective use of resources and staff.
- 12. Ensuring that any litigation/potential litigation against Brent Council is properly administered and where necessary provide expert evidence to any tribunal or hearing.
- 13. Develop a customer focused service, that takes account of the diverse nature of the Borough's population. This will include identifying improvement from resident feedback and complaints and implementing change within the service so there is a commitment to continuous improvement.
- 14. Be the lead on complaints for the service, signing off every stage 1 complaint, ensuring Managers are delivering well written, fair and responsible decisions that prevent escalation and deliver solutions ahead of resolution.

- 15. Continuously monitor data and challenge staff keeping it clean, accurate and up to date; progressing a data mindset within the service where performance management decisions are evidence based.
- 16. Deliver monthly Service Level Meetings so all staff are appraised of their performance, issues, challenges, and successes within HMS and the wider Housing community, and act as one landlord.
- 17. Ensure VFM in contract management and SLAs, reviewing, challenging and collaborating with key stakeholders to make sure tenants are represented and get the best from corporate services.
- 18. Focus the service to not only respond meaningfully to but also exceed in the expectations of the new Social Housing Regulations, targeting staff to work with and for residents and embed outcomes of engagement activities.
- 19. Have clear escalations in place so that email traffic is minimised and there is immediate response to emergencies.
- 20. Ensure risk assessments are completed for all relevant service areas and staff who require them, be the responsible person for ensuring lone working processes are in place, embedded and monitored, that all staff are using Peoplesafe devices effectively.
- 21. Act as a key stakeholder on Corporate Boards, maintaining a high level of integrity when making recommendations and providing updates.
- 22. Manage the Risk Register to ensure tenants and licensees who pose a risk are identified, monitored and handled appropriately.
- 23. Ensure the Council in its role as a landlord is compliant with all appropriate legislation regulations and audit recommendations.
- 24. Develop and monitor strategy in partnership with Property Services to ensure collaborative working- that rent loss is minimised, decants are arranged and resolved swiftly and tenants remain in homes that are of a good standard.
- 25. To lead, develop and implement policies and procedures which set the direction of the service, ensuring they are up to date and accessible, particularly ensuring that tenancy sustainment is maximised through holistic working and well managed risks.
- 26. Work to ensure Tenant Satisfaction continually rises and officers promote and are committed to a resident centric, resolutions focused culture and way of working, while embracing, promoting and enforcing Brent Council's customer promise and a culture of professionalism and accountability.
- 27. Drive satisfaction, safety and compliance at the Council's current and any future Traveler sites, reducing stigma and increasing inclusion and accessibility to services.
- 28. Safeguarding is everyone's responsibility, and all employees are required to act in such a way that always safeguards the health and well-being of children and vulnerable adults.

29.	Carry out duties with due regard to the Council's customer care; equal opportunities; information governance, data protection, health and safety and Emergency Planning & Awareness (including to provide assistance where available) policies and procedures.
30.	Employees should embed environmental sustainability into their work, actively contributing to Brent becoming a carbon-neutral borough in 2030.
31.	Undertake any other duties commensurate with the general level of responsibility of this post.

#### Job Context:

- Wide range of internal and external contacts including directors, senior managers, elected members, professional bodies, partner organisations and government functions involving the use of a wide range of interpersonal skills.
- Partner other local authorities, public sector organisations and agencies, local businesses, the voluntary sector and other stakeholders.
- Developing partnership working with key external stakeholders across the public, private and voluntary sectors.
- Management and leadership of a high-performance team.
- Lead role in the development of the Council's services in this area.
- Operates within a framework set by Corporate and Departmental Management teams but with considerable freedom to shape services.
- Leads on policy and development and ensures implementation of new legislative requirements.
- Ensures high professional standards.

<b>Additional Information:</b> Please use this space to provide any additional information about the role e.g., whether the role is politically restricted.	

DBS Status	Basic
Politically Restricted	No

# **Person Specification**

## Job Knowledge, Skills & Experience:

#### All criteria are essential.

### Knowledge and Qualifications:

- 1. Have or work gain a qualification at Level 4 CIH or above.
- 2. Post holder will be required to hold CIH membership.
- 3. Evidence of significant relevant Continuing Professional Development (CPD).
- 4. Detailed knowledge of the Housing Act 1996, the Protection from Eviction Act, Suitability Order 2012, Equality Act 2010, Social Housing Regulation Act 2023, Building Safety Act 2022, Landlord and Tenant Act 2005.
- 5. A thorough understanding and personal commitment to achieving equality and diversity both within the service and for residents.
- 6. Excellent understanding of the stigma, challenges and equality implications involved in managing the and providing safe accommodation and tenancy services to homeless households, tenants, and Gypsies and Travellers.

## Experience

- 1. Track record of achievement at a management level in a similarly large and complex organisation.
- 2. Delivering customer focused services and service improvements managing demands and pressures on the service and tight deadlines.
- 3. Ensuring that the service is effectively resourced to deliver to the required standard.
- 4. Planning for a minimum of one year anticipating priorities, changing landscape and predict the future service.
- 5. Experience of writing policy and procedure, implementing it and ensuring it is embedded into service delivery.
- 6. Experience of managing performance and making improvements that stick.
- 7. Experience of delivering tenancy services in a holistic way that is resident focused and understanding of the challenges.
- 8. Experience of investigating complaints and making sound decisions and related service improvements.
- 9. Experience of excellent management of relationships with stakeholders inclusive of Councillors.
- 10. Experience of operating strategically within the context of the social housing sector, service planning, and partnership working.
- 11. Experience of preparing reports on complex issues which are analytical, present clear options for decision and are accessible to lay people.
- 12. Experience of negotiating best outcomes in conflicting circumstances with other services to get the best outcome.
- 13. Experience of working in a political environment.

#### Skills and Abilities:

- 1. Strong Leadership and management skills including people, performance and budget management.
- 2. Communication, negotiating and influencing skills.
- 3. Work collaboratively corporately and departmentally creating a strong team spirit.
- 4. Strong role model who demonstrates a personal commitment to high standards of public service, honesty and integrity and professionalism.
- 5. Able to engage and retain support both multi-agencies, corporate and political, of providing well managed, consistent services to social tenants in the post Grenfell era
- 6. Able to manage, mitigate and know when to escalate risk.
- 7. Ability to think strategically and anticipate how this translates to an operational service.
- 8. Able to identify the way forward in a complex environment referring constantly to a longer-term vision for the organisation.
- 9. Behaving ethically: Able to identify concerns and resolve complex dilemmas in an open reasoned manner.
- 10. Able to act assertively showing resilience and determination to succeed in the face of pressure and difficulties.
- 11. Be able to create an effective balance between tenancy sustainment and enforcement with an aim to help keep people in their homes safely.
- 12. Proven experience of successfully delivering in a highly customer focussed business, resulting in high levels of customer satisfaction.
- 13. Good IT skills, with the ability to use standard software including Microsoft Office and Teams.

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