



Director of Rented
Housing



Welcome

Dear Candidate,

Thank you for your interest in becoming our new Director of Rented Housing.

We want more people in later life to have a home where they love living.

As a society, we have all been more dependent on the home environment than ever before during the pandemic. For older people – particularly those in unsuitable housing – health issues and isolation have been exacerbated and we have seen a significant increase in interest in our specialist housing services and been quick to respond creatively to the changing needs of our existing customers.

This demand is only set to grow. Advances in technology, medicine and living standards mean life expectancies have never been higher. In the next 15 years, 4.4 million more people will be aged 65 or over. The number of those aged over 85 is set to double. As the largest provider of specialist housing and care for older people in England, we have an important role to play in helping to secure a positive future for older generations – today and tomorrow – by addressing later-living housing and care needs. We want to deliver a step change in approach that will ensure our homes, care and support meet the very different needs and aspirations of the future.

It is therefore an exciting and important time to join our team, as we seek to increase the number of options available to older people in a post-covid world and respond to a backdrop of changing risks and opportunities arising from economic, digital and regulatory pressures.

As our new Director of Rented Housing, you will have a critical role to play in achieving this by ensuring we deliver best in sector housing services to our customers. Leading a multi-faceted team across housing services, you will be accountable for developing excellent tailored service offer and delivering a restructured front line housing service to our customers. You will also optimise our Rented Housing function that provides excellent customer service coupled with delivering tangible savings and supporting the wellbeing of our customers.

You will be an experienced and decisive leader who is values driven. Commercially and financially astute, you will bring proven experience and knowledge of the Housing sector, specifically within tenancy and rented housing. A customer-centric leader, you will be able to demonstrate an excellent track record of responsibility for housing services at a senior level, in a large and complex customer service orientated business in a regulated environment. Whatever your background, you will bring experience that will prepare you to lead effectively in a substantial and complex multi-site organisation with high levels of integrity, emotional intelligence and resilience.

We are committed to building a truly diverse workforce at Anchor. If you share our commitment to this, bring the skills and leadership qualities we are seeking and are excited by our vision for a new future for older people, we look forward to hearing from you.

Suki Jandu
Executive Director of Housing Services

About Us

Anchor is the largest provider of specialist housing and care for people in later life in England, employing almost 10,000 people throughout England. We provide more than 54,000 homes for older people and are a trusted care provider with more than 110 care homes where we are the highest rated provider of care by the CQC. Our assets total over £1.2b and our turnover is over £600m per year.

We know that quality services start with quality people. We work hard to be recognised as a leading employer and are committed to retaining and attracting the best in our industry. We work nationally in an agile way, providing services on site and remotely.

At Anchor we believe in values. We are Accountable, Respectful, Courageous and Honest. We believe our people should be proud of the work they do making a difference to society and our customers.



We manage
54,000
homes for
older people



Operating in
more than
85%
of local councils
in England

A leading employer
of more than
9,000
people



Across almost

1,700 sites



Serving more than

65,000
residents

Nine care homes rated as

outstanding,
more than any other provider



We have a wide choice of

high quality housing

for those over 55 to rent and buy:



affordable
rented properties



leasehold
apartments



extra care
housing



luxury
retirement villages



more than

100

care homes
offering everything
from respite stays to
specialist dementia care

To find out more about us, please visit <https://www.anchor.org.uk/> and click on the links below for information on our:

Programme for Change
Business Plan 2019-2022

Role profile

Job Purpose

- To deliver best in sector housing and support services to Anchor customers by:
 - Providing high profile leadership to the housing and support teams
 - Delivering a restructured front line housing service to customers to provide effective and efficient local management services
 - Being accountable for the delivery of high quality, responsive services to customers, tailored to our different products
 - Ensuring a highly trained, well-motivated and customer focused workforce; AND
 - Ensuring that we discharge our duty of care to our customers.
- To create, implement and optimise a Rented Housing function that provides an excellent and efficient service to our customers and delivers tangible savings.
- To develop targeted approaches to housing services that deliver the best service possible for customers.
- To develop, implement, monitor, and improve a set of measures and insight that can be used to drive improvement in service provision for housing and support.
- To lead teams through service changes effectively, ensuring minimum impact on service performance and working collaboratively with other teams and directorates as required.
- To work across the business to support the development of Assistive Technology solutions by utilising modern technologies.
- To ensure that customers and staff are appropriately engaged in service delivery and new products.
- To ensure that any new services are set up successfully and in line with strategic priorities.
- To set out a strategic vision for the Rented Housing function and associated teams that support activities within a Business plan to ensure successful delivery of Housing services and mutually agree activities where necessary with associated areas of the business.
- Deliver on a broad range of KPIs relevant to the Rented Housing function.

Job Scope

The overall scope of this leadership role is as follows:

- Budget £240 million
- Staff management responsibility 1200; and
- 85% of English local authorities.

Key Relationships

Reports to:

Executive Director Housing Services.

Line manages:

3 x Regional Head of Housing
1 x Head of Extra Care (role title and scope tbc / vacant)

External: Regulators; local authorities; third party agencies/partners; professional advisors; auditors; and service policy influencers.

Internal: The Board and its service committees; the Executive; other senior staff at this level across Anchor; and other staff in the directorate.

Accountability & governance

1. Work with the CEO, Board and Executive to ensure an effective housing and support service framework is in place across Anchor that keeps pace with the business's growth, activities and ambitions.
2. Provide appropriate and timely performance information and advice to the CEO, Board and Executive on Anchor customer service activities and ambitions.
3. Keep abreast of developments in best practice, horizon scanning to identify necessary changes to the housing and support services strategy, ensuring potential impact is understood and managed appropriately.
4. Work with the CEO, Board and Executive to develop and maintain positive relationships with customer, commissioner and regulatory bodies.

Contributing to leading the business

1. Provide expert insight and input to the- Executive and Non-Executive Boards so that they are well-positioned to deliver on their housing and support compliance and service standard responsibilities.
2. Support the Executive in ensuring an appropriate compliance and assurance framework is in place to meet statutory, regulatory and financial requirements.
3. Ensure all policies and procedures related to housing and support services are appropriately monitored and kept under review to safeguard Anchor's interests.
4. Ensure value for money in the planning of all activities.
5. Act as an appropriate senior representative of Anchor, developing effective networks and relationships that provide benefit to the Group.
6. As a member of the senior team, contribute to the development and delivery of the Group's Business Plan and associated strategies.

Contributing to leading customer experience

1. Help ensure a good fit between customer engagement and governance frameworks, so that the Executive and the Board have regular insight into customer views, to support effective and evidence-based decision making.
2. Lead on the use and segmentation of customer data to ensure a responsive service that anticipates customer needs.
3. Work with the Executive in leading on the development, use and application of new technology and innovation to further the customer service experience and outcomes, and to deliver transformation.

Leading people

1. Act as a role model for the Group's values, utilising effective coaching and situational leadership to empower and encourage high performance and creativity within your team and other colleagues.
2. Support the Executive in the effective management of change, integration and improvement.
3. Help support a climate where diversity of profile and thought is valued and celebrated.
4. To establish a robust culture of performance management with clear targets and monitoring arrangements to manage performance across the function, recognising achievement as well as the demonstration of values and leadership competencies.

A senior role profile for a Group of this scale and scope cannot feasibly cover every issue which may arise, and the post holder is expected to be sufficiently flexible to carry out other duties as required.

Person Specification

Part 1: Qualifications, Experience & Insight

- Educated to degree level or equivalent through relevant training and/or experience. Evidence of continued professional development would be an advantage.
- Relevant professional qualification preferred.
- Proven experience and knowledge of the Housing sector and specifically tenancy and rented housing.
- Track record of responsibility for customer services at a senior level, in a large and complex customer service orientated business in a regulated environment.
- Excellent insight into customer service best practice, particularly as it pertains to new technology.
- Strong appreciation of the political and social environment for service providers in the Housing and Care sectors.
- A track record of leadership and management, with experience of direct and matrix management of teams, providing effective performance management and support.
- Has experience of operating in changing and fast paced environment and can contribute to effective change management.

Part 2: Core Competencies

- Acts with integrity and actively promotes the vision and role models the values of the Group.
- Strong negotiator and influencer, a natural diplomat, able to work intuitively with a wide range of stakeholders and secure buy-in.
- Champions a strong commitment to equality, diversity and tackling exclusion.
- Champions rights of customers to have access to excellent care, support, homes and services.

Part 3: Skills & Abilities

- Strong communication (oral, written and presentation) skills, with an approachable style, that inspires confidence.
- Able to manage complex situations with sensitivity and objectivity.
- Able to make sound judgements, to give advice to others and be accountable for that advice, without creating undue bureaucracy.
- Can constructively challenge others, including more senior people, to ensure they are acting in the best interests of the organisation, while maintaining professional relationships.
- An excellent planner and forward thinker, able to set future agendas to meet business needs.
- Able to assess risk and promote risk awareness without being risk averse.
- Has strong financial acumen, is able to effectively manage budgets.
- Able to champion the optimisation of the use of IT and other new technology.
- Able to see the big picture, while taking a pragmatic approach to supporting business needs.

Part 4: Personal Attributes & Approaches

- Builds high levels of trust, openness, honesty, collaboration and support across teams.
- Provides a Learning and Development culture for self, team and the organisation.
- Resilient and able to work well under pressure.
- Willingness to work flexibly to meet business needs and undertake regular travel.
- An energetic and visible senior leader, with presence, who is able to quickly earn respect and credibility.

Benefits

At Anchor, we reward all our employees with excellent benefits and rewards.

Some of the benefits of this role include:

- Competitive salary of circa £100k+bonus +package
- Executive Short-Term Incentive Plan (up to 30% discretionary annual bonus*)
- Where home based, or travelling on business, first class travel
- Excellent pension
- 30 days Holiday plus Bank Holidays
- Free individual private medical insurance and discounted Health Cash Plan
- Car allowance £7,600
- Shopping and Online discounts through our Employee Rewards scheme
- Excellent Maternity and Paternity packages.

*discretionary by invitation of the Executive Director, Housing Services subject to successful probation, annual personal and corporate performance.



How to apply

We hope you will consider making an application. If having read through the candidate brief you have any questions about the appointment, please contact Katy.Giddens@starfishsearch.com, Catherine.Kift@starfishsearch.com or Mark.Crowley@starfishsearch.com.

To make an application, please go to <https://starfishsearch.com/jobs/anchor-dir-rented-housing/> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet Parts 1 and 2 of the person specification.

We would also be grateful if you would also complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

Closing date Friday 5th November 2021

Preliminary interviews with Starfish w/c 15th November 2021

Interviews with Anchor Early December 2021



