



**Yorkshire
Housing**

Director of Transformation

Recruitment information pack

Join

Our

Team

About the role

Are you frustrated by the same old clichés around ‘transformation’? Do you want to work for an organisation with a clear ambition and commitment to be the best in class? Are you a proven exceptional, talented, values-led business transformation leader?

If the answer’s yes pop the kettle on, settle down with a brew and read on!

Yorkshire Housing is going places. We’re on the road to revolutionising our service offer and we’re putting our customers’ experience at the very heart of our plans. And that’s not just a cliché – we’re serious about doing things brilliantly and differently for our customers. This means homes and neighbourhoods to be proud of, and pre-emptive and targeted services that are informed by real-time customer insight.

With over 18,000 homes (and counting), we’re on-track with our ambitious growth plan to build 8,000 new homes across God’s own county of Yorkshire by 2030. This leadership role is absolutely central to delivering our plans. It has oversight for the delivery of innovative digital, data management and culture change strategies across the business that will revolutionise how we deliver services for our customers.



About the role

The cutting-edge change programmes that form our transformation include the implementation of a new operating model, operating platforms and CRM (Salesforce) to bring together our business systems and customer intelligence. This will give our customers more choice in how they communicate with us and enable us to make data-driven and customer orientated decisions at each step of the customer journey.

Did we mention that we're customer obsessed?! It's the driver of our ambition to be the UK's best housing provider and deliver an innovative customer offer that pre-empt what our customers need, before they need it. Other than that, it's a pretty quiet time!

You'll play a pivotal role in leading our business change delivery, technology and data and performance teams, co-ordinating the transformation of our culture and service delivery across the business. Ensuring we have the right systems and processes to support this and shift us from a reactive to pre-emptive service delivery model.

What do you need to apply?

It goes without saying that you'll already be an established senior leader with bags of experience of leading transformation programmes and implementing culture and technology change service-led organisations.

“An authentic leader who cares about doing the right thing, not the easy thing”

You'll be passionate about people – customers and also colleagues across the business who make it happen – and you'll know how to bring an army of people together to deliver positive change. You'll also be a natural innovator, someone who looks for opportunities and possibilities, with the courage to try new things when it makes sense for our customers.

Most importantly, you'll be an authentic leader who cares about doing the right thing, not the easy thing. If all this doesn't excite you then please check your pulse as you may need an ambulance. If it does, great! Read on to find out more...

Making it possible to have a place you're **proud to call home**

(that's just how we roll y'know)



Who we are

You might think of Yorkshire Housing as ‘just’ a housing provider, but we’re so much more than that.

We’re here to make a positive difference in people’s lives. So, as well as owning and managing nearly 20,000 homes (and counting) across Yorkshire, we also:

- Offer money and tenancy coaching
- Help older customers live at home independently
- Adapt homes to match the needs of our customers
- Carry out repairs and replace items before things go wrong
- Provide antisocial behaviour support

Our Values

Our values describe what matters most to us, and what our colleagues should expect from each other. All our colleagues are expected to show how they support and live up to these values in their work.



Create trust

Do the right thing, not the easy thing • Be honest and open • Do what you say.



Be curious

Think differently • Ask questions • Keep learning.



Make it happen

Own it • Do it • Be empowered.



Achieve impact

Do things that matter • Deliver results • Show pride and passion.



Have fun

Enjoy work • Be yourself • Stay connected.

Life at Yorkshire Housing

We've got a few 'house rules' at Yorkshire Housing (no pun intended!).

One of them is work is something that you do, not somewhere that you go, and another is that we think in careers, not jobs.

Agile and flexible sum up our working culture to a tee. We've left the days of 9-5 behind and now work as part of a Hub, Home, Roam approach to give you options in where, when and how you work. We also offer great opportunities for personal growth and career development to help our people thrive.

We're inclusive and welcoming and offer a fun and open culture with a shared belief in making a positive difference to people's lives – it really does feel like joining a big family!



Our customer promise and vision...

We want to make it possible for people to have a place they're proud to call home.

That's the reason we get out of bed every morning. We want to be people's number one choice when it comes to renting or buying a home in Yorkshire.

We're a landlord who cares, and that means more than just putting a roof over people's heads. Home should be a place where people can thrive. So we offer personalised services for customers who need it and make sure we listen to customer feedback so we can continually improve what we do.

Our vision is to be the best housing provider in the UK.
That's pretty ambitious right?

We believe that our vision should 'scare us a little, but excite us a lot', and no-one feels inspired by aiming for just good enough! We want to lead the way and be known for great services, innovation, customer and colleague experience.

Our aim to be the best covers all parts of our organisation and works for all housing types whether that's social rent, market rent, shared ownership or market sale.

Being bold on this also helps us to attract and keep the best talent. Because talented people don't want to be average.



Our priorities

We launched our shiny new Business Strategy in February 2023. It sets out our three priorities over the next few years to take us towards our vision.



1. Customer obsessed

Improving our customers' and colleagues' experience.



2. Homes and places to be proud of

Creating places people are proud to call home.



3. Pre-emptive

Our game-changing shift to dealing with issues before they happen.

To do this, we're thinking differently (innovation is our thing!) and investing in our digital infrastructure so we can offer more and get the best results for our customers.

We're improving our data so we can make better, smarter decisions and reflect the diverse needs of our customer groups.

We're well on our way to achieving our target of building 8,000 new homes across Yorkshire – focusing on energy efficiency, sustainability and affordability, as well as smart tech to support our drive to pre-emptive services.



How we work

We're also obsessive about creating the right climate and culture for our 800+ people to thrive at work.

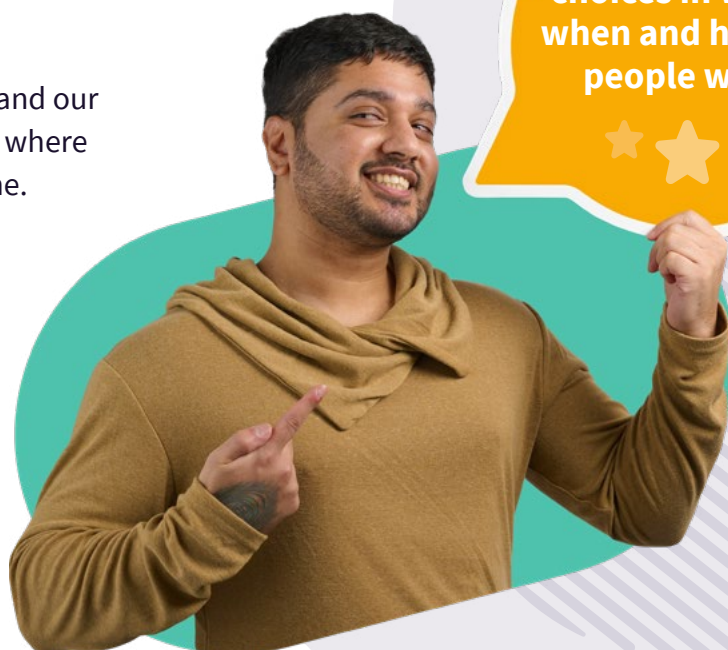
If we get it right for our colleagues, they'll get it right for their customers.

Our Hub, Home and Roam approach to work helps to set us apart – we offer choices in where, when and how our people work and we've ditched the 9-5 in an office mentality.

We prioritise investing in our people, creating an inclusive environment, supporting colleague wellbeing, and making Yorkshire Housing a fun, friendly and vibrant place to be. It helps us to recruit and keep the best people.

And, our efforts don't go unnoticed. Our brand helps to attract new business partnerships and build on our current relationships.

Read our latest [annual reports](#) and our [investors page](#) to get an idea of where we're at and how far we've come.



Executive team

Nick Atkin

Chief Executive

Nick is a big believer in innovation. He uses the power of digital to drive change and he has a tip-top track record to prove he knows his stuff. Nick is also a disruptor in the 'future of work' debate. He's also regularly included in the top 25 list of most influential people in housing.



Nina Evison

Executive Director Culture and Performance

Nina's leading our culture transformation, which means our 800+ colleagues have what they need to be customer obsessed. She's laser-focused on creating an inclusive, inspiring work environment along with the right strategies, tech and colleague offer to make this happen.



Andy Gamble

Executive Director of Growth and Assets

Andy's leading the charge providing more affordable homes. After 30 years' in housing, he's still focussed on delivering sustainable, energy-efficient homes of the future that are good for people and the environment. For him, leadership is about empowering your team to do their thing and shine.



Andy Oldale

Executive Director Finance and Governance

For Andy, finance isn't about numbers, it's about people. Before working in social housing he led finance teams in customer-focused retail businesses. Putting customers first makes him tick. For him, leadership is about creating a safe space for people to say what they think and do the right thing.



So, now you know who we are, our business priorities and our Directors, it's time to meet our [Board](#) and learn more about our [governance structure](#).

What we're looking for

Role: Director of Transformation

This role reflects the strategic importance of digital, data and cultural change in the achievement of our Business Strategy over the next few years. The post-holder is a leader in every sense, right across our organisation, with specific oversight of a directorate of c.110 colleagues, including change delivery, data and performance, technology and business architecture.

You'll have overall accountability for a complex transformation programme that will deliver our vision for an innovative customer offer.

It's a milestone year in the delivery of our Business Strategy, with significant plans in place to deliver the first phase of Salesforce and build on this in 2025/26 and beyond. The post-holder plays a leadership role across the organisation to bring together activities and the transition to a new operating model under the change portfolio. You'll develop strategies that look ahead and outside our sector and respond to future trends and new approaches to running our business.

As part of our senior leadership team, a key focus of role will be to work with the Executive and Directors to embed new thinking and new ways of working across our workforce of 800+ colleagues. Working in partnership with the Director of People and other senior leaders, you'll make sure we have a cohesive plan to lead the organisation through change, and help all colleagues to play their role in our future success.

Key success areas:

Strategic leadership:

- Lead Yorkshire Housing's business change delivery, technology, data and performance and business architecture functions, driving an forward thinking and joined-up approach to the technology, processes and culture that underpin our business.
- Work as part of the Senior Leadership Team at a strategic level, looking ahead to the next 2-5 years at opportunities and risk to enable long term planning and financial forecasting.
- Provide inspiring, confident and clear leadership to your teams and the wider business that empowers colleagues to find the best solutions for our business and takes forward our culture of innovation, flexibility and service excellence.

What we're looking for

Performance

- Ensure the right performance measures, analysis and review are in place to deliver current and future performance outcomes, and that there is a strong culture of delivery and accountability across your teams.
- Ensure appropriate levels of assurance and confidence in our plans and performance to the YHL Board and its Committees, including our customer-led Customer Voice and Review Committee.
- Actively manage supplier relationships and put in place robust vendor management processes to make sure YH maximise value.

Communication and engagement

- Lead and manage communications across your team and more widely across the business at every level ensuring that a clear direction is conveyed, and all parties are appropriately engaged.
- Form strong and positive working relationships with colleagues, customers and suppliers.
- Actively seek and develop external opportunities and partnerships that support the delivery of YH's ambitions and interests.

What you'll bring

- ✔ A genuine passion for excellent customer experience with a strong track record of leading and delivering business transformation to achieve this.
- ✔ A credible and articulate leader, with experience of inspiring large teams towards shared goals service-led organisations.
- ✔ Passionate about people – customers and also colleagues across the business who make it happen – knows how to bring an army of people together to create positive change.
- ✔ A confident, independent and effective decision maker who cares about doing the right thing, not the easy thing.
- ✔ A natural innovator, someone who looks for opportunities and possibilities, with the courage to try new things when it makes sense for our customers and knows what it takes to build trusting, influential partnerships with external stakeholders.
- ✔ Experience of the housing sector or Salesforce isn't essential, but you'll be well versed in CRM and operating models.



The package

Annual salary: £103,000
plus £3,500 car allowance.

Holidays: Time off to do as you please - you'll get 30 days and this will rise by one day annually up to 35. You get English bank holidays on top of that too.

Pension: We match what you pay into your pension up to 9%.

Career development: We've got different options depending on what suits your role best. It could be getting a recognised qualification, internal training, a professional accreditation or membership.

Healthcare: After three months with us you'll have access to Health Shield (a healthcare cash plan) so you can claim back on things like dental costs, physiotherapy and massages as well as have access to a 24/7 GP helpline.

Wellbeing: We've got gym discounts, a 24-hour confidential helpline for practical and emotional support (whether that's for your work or personal life) and activities like virtual exercise classes too!

Flexible working: We want to help you achieve the best work life balance possible so offer flexible working hours. We have made some promises to our customers about when we're around, so we just need to bear in mind the needs of your team and the business to get the best out of it.

Equipment: You'll get top-of-the-range IT equipment and if your role involves working from home, you can use our online catalogue to order items like desks and chairs, and SAD lamps.

Discounts: Exclusive deals for holidays, shopping, eating out and lots more.

Family friendly: We pay more than statutory for maternity, paternity and adoption leave – this will depend on how long you've worked with us.

Give as you earn: Donating to your chosen charity is easy. You can give straight from your salary each month.



Extra
retirement
money!



No
more 9-5
here!

How to apply

To apply please click the link here

This will take you to our state-of-the-art recruitment platform giving you a personalised application process and access to your own candidate portal. In only a few short steps you will be able to submit your application for the role!

Please submit your application no later than **9:00am on on 11th February** .

Any queries regarding the position or the process, please also contact recruitment@yorkshirehousing.co.uk and we'll get back to you as soon as we can.

To see the job advert and other documents, please [click here](#).

Timeline:



Closing date:

9:00am on 11th February 2024



Final panel interviews with Yorkshire Housing:

1st stage via Teams late February and final stages early March in Leeds

Making it possible to have a place you're **proud to call home**

(that's just how we roll y'know)





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