



**Yorkshire  
Housing**

# **Customer Engagement and Wellbeing Team Leader**

July 2026



# Key information about the role



## Customer Engagement and Wellbeing Team Leader

 **Business area:**  
Place and Customer Engagement – Customer Engagement

 **Reports to:**  
Senior Customer Engagement Manager

 **Leader of others:**  
Yes

 **Contract type:**  
Agile

 **Budget holder:**  
Yes

 **Car Allowance:**  
Yes

 **DBS check required:**  
Yes

## About the role

### Role purpose

To lead, support, and develop the Customer Engagement team to deliver exceptional outcomes across customer insight, empowerment, wellbeing, and community development.

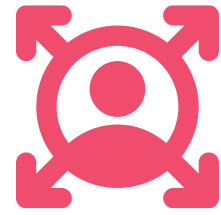
The role ensures that customer engagement is built on strong, inclusive foundations, enabling all customers, particularly those facing barriers to access information, build confidence, sustain their tenancy, and participate meaningfully in engagement opportunities. This includes accountability for the delivery and continuous improvement of Yorkshire Housing’s Foundations for Engagement approach, ensuring engagement is accessible, representative, and aligned to Tenancy Sustainment and Consumer Standards compliance.

The Team Leader is responsible for embedding genuine customer engagement into how the business works. Identifying areas for change, celebrating success, and influencing decision making. The role also ensures Yorkshire Housing’s community and engagement strategies are delivered effectively across key localities, contributing to social value, customer wellbeing, and community resilience.

As a visible and proactive leader, the postholder champions a culture where engagement is not optional, but an essential and enabling service.

# Here's some of the things you'll be doing

---



We're Yorkshire by name and by nature. And we make it possible for people to have a place they're proud to call home, whether that's to rent or to buy. It's our people that make that happen, and here's how you'll be supporting:

## Key responsibilities:

### Team Leadership & Development

- Line manage and support the development of Regional Customer Engagement Officers and related roles.
- Set clear objectives, monitor performance, and conduct regular one-to-ones and appraisals.
- Provide leadership, coaching, and support to enable a high-performing, motivated, and values-led team.
- Coordinate workloads and resources to ensure effective coverage across localities, engagement priorities, and foundational support activity.

### Foundations for Engagement, Wellbeing & Access

- Hold responsibility for the design, delivery, and continuous improvement of Yorkshire Housing's Foundations for Engagement approach, ensuring customers are able, willing, and equipped to participate in engagement activity.
- Ensure wellbeing support, digital inclusion, and community connection activity is embedded as core enabling services aligned to:
  - Tenancy Sustainment
  - Consumer Standards compliance
  - Accessible and representative engagement
- Oversee interventions that reduce barriers to engagement, including digital exclusion, social isolation, communication needs, and confidence-building.
- Ensure foundational activity creates clear pathways into formal engagement opportunities such as panels, consultations, scrutiny, and co-design.
- Monitor impact and ensure this work is demonstrably preventative, proportionate, and value-for-money.

### Customer Engagement & Insight

- Oversee the delivery of customer engagement plans, ensuring the effective use of channels such as the CIC, panels, surveys, events, and digital tools.
- Ensure customer feedback and insight is consistently analysed, reported, and translated into service improvements.
- Champion the embedding of customer voice in service reviews, assurance activity, and decision-making.

- Identify trends, gaps, and inequalities in engagement participation, using insight to drive improvement.
- Ensure engagement approaches are inclusive, accessible, and reflective of Yorkshire Housing's diverse communities.

### **Community Development & Social Value**

- Lead the design and delivery of place-based projects that foster inclusion, independence, wellbeing, and community resilience.
- Support the team in managing community assets, events, and partnerships that strengthen connection and peer support.
- Oversee volunteer activity, ensuring appropriate supervision, safeguarding, and support.
- Encourage innovation and locally responsive approaches to regeneration, capacity-building, and social value delivery.

### **Collaboration, Influence & Governance**

- Act as a recognised engagement and wellbeing expert, supporting colleagues to share responsibility for inclusive and meaningful engagement.
- Work closely with colleagues across Tenancy Sustainment, Compliance, Communities, and Services to ensure alignment with regulatory expectations.
- Oversee the production of reports, performance data, and impact narratives, including:
  - Engagement outcomes
  - Wellbeing and access improvements
  - Social value and preventative impact
- Support the Senior Customer Engagement Manager with strategic planning and organisational reporting.
- Promote the team's work through collaboration with Marketing and Communications.

### **Operational Excellence**

- Ensure compliance with safeguarding, data protection, health and safety, and organisational policies.
- Develop and maintain consistent standards, processes, and tools across engagement and foundational activity.
- Contribute to continuous improvement and readiness for inspection and assurance.
- Work flexibly to accommodate community events and engagement activity, including occasional evenings and weekends.



*As you can imagine, the above might not be all you'll be responsible for in role so you might be asked to take on some other key responsibilities if they're suitable for your role.*

# So, what will you bring to the role?

---



## The main things:

- Strong leadership skills with experience managing and developing individuals or small teams.
- Proven experience in customer engagement, wellbeing, or community development (ideally within housing, public, or voluntary sectors).
- Strong understanding of the barriers customers face in accessing services and engagement opportunities.
- Experience embedding inclusive practice, reasonable adjustments, and accessible engagement approaches.
- Confident in using insight and performance data to inform improvement and demonstrate impact.
- Excellent communication and stakeholder management skills.
- Ability to manage multiple priorities and work collaboratively across services.
- Strong alignment with Yorkshire Housing values and regulatory responsibilities.
- Eagerness to develop own skills and adapt to change
- Personal values and approach that align with YH's values
- Ability to work flexibly in line with Hub, Home and Roam principles.
- An understanding of Equality, Diversity and Inclusivity and how this is applied through our service to customers and colleagues.

## It would be a bonus if you have:

- Experience in regulatory Customer Engagement

# Our Yorkshire Housing values



## What are they?

Our values describe what matters most to us, and what our colleagues should expect from each other. We're all expected to show how we support and live up to these values in our work.

## Our colleagues are amazing

We want colleagues to feel free to be themselves, which means we all share responsibility for promoting a culture of equality, diversity and inclusion. We're also each accountable for our own health and safety by following our policies and completing any training needed for our roles. Our colleagues are amazing, and the diverse skills and abilities they bring to work every day are what make Yorkshire Housing such a special place to be. You spend a lot of your waking hours at work, so we're committed to giving you a workplace where you can truly be yourself, feel valued, and have opportunities to progress and develop.

### 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.

