



**Yorkshire  
Housing**

# **Director of Development and Homeownership**

Recruitment information pack

**Join**

**Our**

**Team**

# About the role

Are you a dynamic leader with a passion for creating thriving communities and delivering exceptional homes? Do you want to work for an organisation with a clear ambition and commitment to be the best in class?

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

Yorkshire Housing is going places. This role is a unique opportunity to shape the future of housing in Yorkshire. From securing land and partnerships to overseeing construction, sales, and aftercare, you will be at the forefront of creating places where people love to live.

Your leadership will also extend to our Space Homes brand, ensuring a seamless homeownership journey while developing our leasehold and market rent portfolios to generate strong commercial returns.

With over 20,000 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. Leading a high-performing team, you will drive the delivery of our ambitious 8,000-home Growth Strategy, ensuring we provide high-quality, sustainable, and affordable homes that meet the needs of our communities.



# About the role

As Director of Development & Homeownership, you will lead the strategic direction and operational delivery of Yorkshire Housing's ambitious growth and homeownership plans. Overseeing the full development lifecycle – from securing land and partnerships to construction, sales, and aftercare – you will ensure we consistently deliver high-quality, sustainable homes that meet customer needs. This includes a diverse range of tenures, including affordable rent and shared ownership. You'll also lead the direction of our Homeownership and Commercial Asset properties, overseeing the customer journey for leaseholders and market rent customers as well as managing these portfolios in a commercial way.

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

A key focus of the role is driving innovation and commercial success within Yorkshire Housing's Space Homes brand, strengthening its reputation and ensuring sales targets, turnover, and profit margins are met. This is a high-impact role that blends strategic leadership, financial acumen, and customer-centric innovation to drive real change and make Yorkshire Housing the UK's best housing provider.

## **What do you need to apply?**

It goes without saying that you'll already be an established senior leader with a proven track record of delivering large-scale housing development programs. You'll have strong commercial acumen and experience in managing multi-tenure housing portfolios along with the ability to inspire and lead diverse teams to deliver outstanding results.

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

We're looking for someone with a good understanding of the housing sector's challenges, regulations, and legal frameworks and a passion for sustainability and innovation in housing development. Most importantly though, you'll be an authentic leader who cares about doing the right thing, not the easy thing.

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 exciting 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 900+ 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. He's also a disruptor in the 'future of work' debate and is regularly included in the top 25 list of most influential people in housing.



## Nina Evison

### Executive Director of Culture and Performance

Nina's mission is to help make us the best housing provider in the UK, with customer obsession at our core. Her love of working with people shows, and her track record of getting results means we're already well on our way.



## Sarah Evans

### Executive Director of Customer Experience

Sarah's all about our customers and communities. She oversees the delivery of our business strategy and leads our customer obsessed approach. For her, leadership's all about honesty, integrity and authenticity.



## Sian Webster

### Executive Director of Growth and Assets

Sian's responsible for all things buying, selling and investing. With a passion for sustainability and creating communities, she's perfectly placed to lead our transition to net zero. For her, leadership's all about trust and honesty, so people can be themselves and feel empowered to deliver.



## Rob Parkes

### Executive Director of Finance and Governance

Rob oversees all things finance and governance, making sure the business is running well so everyone can focus on customers. He's been part of the team for almost a decade and has seen our services and the way we work evolve and progress, with the best yet to come.

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 Development and Homeownership

Reporting into the Exec Director of Growth and Assets you'll lead a high-performing team across Development, Sales, Homeownership, and Commercial Assets. This is an opportunity to drive a large Development programme as well as shape the future of homeownership through our Space Homes brand. Customer experience across the departments will be a priority and you'll also oversee the commercial management of leasehold and market rent portfolios.

## Key success areas:

### Drive growth

- Deliver 8,000 new homes in line with Yorkshire Housing's Growth Strategy, ensuring a steady pipeline of high-quality, mixed-tenure developments.
- Create partnerships via land opportunities, working with local authorities, developers, to expand our footprint across Yorkshire.
- Champion sustainable building practices, integrating Modern Methods of Construction (MMC), Future Homes Standards, and energy-efficient designs into every development.

### Create thriving communities

- Ensure high standards in construction, from design and materials to project delivery, creating homes that are built to last.
- Enhance the customer experience, ensuring a seamless transition from purchase to move-in, with exceptional aftercare and support.
- Develop communities, not just homes, by incorporating green spaces, amenities, and infrastructure that foster a sense of belonging.

# What we're looking for

## **Lead with impact**

- Empower teams with clear leadership, setting strategic goals and driving accountability across Development, Sales, and Homeownership.
- Encourage innovation and best practices, creating a culture where new ideas and cutting-edge approaches drive success.
- Develop and mentor future leaders, ensuring Yorkshire Housing has a strong talent pipeline and a motivated, high-performing workforce.







## **Maximise commercial success**

- Optimise sales and revenue generation, ensuring that sales, turnover, and profit margins are met or exceeded through our Space Homes brand.
- Enhance the financial viability of our leasehold and market rent portfolios, ensuring robust asset management and income growth.
- Deliver value for money by balancing affordability for customers with commercial success, securing funding, and managing costs effectively.

## **Strengthen partnerships**

- Secure funding and investment, working with Homes England and other grant providers to support development and affordability initiatives.
- Foster strategic alliances, working with developers, contractors, and industry partners to drive efficiencies, innovation, and shared success.
- Influence policy and planning, collaborating with local authorities and government bodies to shape the future of housing in Yorkshire.

# What you'll bring

-  A strong commercial acumen along with experience leading large development programmes and multi-tenure housing portfolios.
-  A credible and articulate leader, with the ability to inspire and lead diverse teams to deliver outstanding results.
-  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.
-  A deep understanding of the housing sector's challenges, regulations, and legal frameworks and a passion for sustainability and innovation in housing development.



**Wow!**  
That's a lot of  
stuff, but we know  
you've got this!



# The package

Annual salary: **£110,000**  
plus **£3,500** car allowance.

**Holidays:** Time off to do as you please - you'll get 31 days and this will rise by one day annually up to 36. 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!

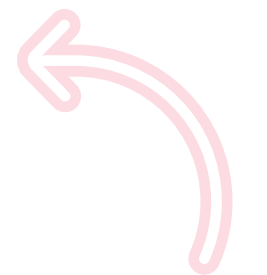
**Flexible working:** We want to help you achieve the best work life balance possible so offer flexible working hours. We have made some promises to our customers about when we're around, so we just need to bear in mind the needs of your team and the business to get the best out of it.

**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.



# 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 21st April**.

Any queries regarding the position or the process, please also contact [recruitment@yorkshirehousing.co.uk](mailto: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 21st April 2025



### Final panel interviews with Yorkshire Housing:

1st stage via Teams w/c 29th April and final stage on the 8th/9th May 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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