

**Manchester City Council  
Role Profile**

**Director of Housing Operations, SS4  
Neighbourhoods Directorate  
Reports to: Strategic Director (Neighbourhoods)**

**Band SS4**

**Role Portfolio**

**Overall purpose of the role**

The purpose of the role is to provide strategic leadership and management to the Housing Delivery functions and homelessness Service, delivering organisational and directorate aims and objectives through the management of service leads.

**Corporate Management:**

- Lead on the development and delivery of the Council's Housing services; homeless functions and compliance and any new housing related service areas and policy frameworks to address specific performance and service expectations;
- Ensure that the City Council's Housing Revenue Account, in funding the delivery service, is utilised efficiently, in the interest of tenant services and managed in line with the statutory obligations;
- Lead and discharge the Council's statutory and regulatory duties and expectations for housing and homelessness.
- Represent the City Council on relevant Manchester and Greater Manchester arrangements associated with housing delivery and homelessness;
- Lead and work with the AD of Homelessness to ensure housing supply meets the city's demands for different types of settled accommodation working with Registered Social Landlords, the Voluntary Sector and the Private Rented Sector;
- Support the AD of Homelessness in preventing and reducing homelessness in the city;

**Directorate Management and Delivery:**

- Lead and manage the Heads of Service for Housing Delivery and Homelessness that form the Director's Wider Management Team, ensuring delivery of policy, strategy, projects, business planning/programming and day to day Business as Usual delivery for all responsible service areas;
- Lead and manage service planning and delivery for the Housing Delivery and Homelessness Services, ensuring that the plans are specific, measurable, achievable and time bound to align with the Our Manchester Strategy;
- Lead and manage cultural and behavioural change within the Housing Delivery and Homelessness as part of the Directorate using skills, knowledge and experience to support on cultural and behaviour change as required;
- Ensure that direct reports are delivering to the stated service plans and outcomes (time, quality and cost) and that specified outcomes/deliverables are achieved on behalf of the organisation.
- Work with the AD of Homelessness to develop a system for maintaining an up-to-date evidence base to ensure the city has the right supply of housing to prevent and reduce homelessness;
- Work with MCC corporate teams that directly contribute to, and support, provision of the Housing and Homelessness service.
- Ensure that budgets are spent to ensure the effective delivery of corporate objectives and outcomes in line with organisational plans for the City.

## **Role Context**

The Neighbourhood Directorate's main focus is the provision of place based services within the context of the Our Manchester Strategy.

The Director of Housing Operations and Homelessness manages and leads the housing and homeless delivery functions for the Neighbourhoods Directorate. The roles of the teams are as follows:

### **Housing Delivery:**

The housing teams support the delivery and management of the housing delivery functions.

This includes the lead responsibility for the following tasks:

- Estate and tenancy management
- Addressing community safety and Anti social behaviour
- Repairs and Maintenance management

- Asset management
- Rents and income
- Welfare reform and income maximisation
- Customer access and service
- Resident engagement
- Tenancy support and sustainment
- Building safety
- Estates services (Grounds maintenance & Communal cleaning)
- Housing performance and satisfaction

### **Homelessness:**

The Homelessness Team works to ensure.

This includes the lead responsibility for both the city's Homelessness services and be responsible for commissioning services linked to delivering the strategy. They will also be responsible for delivering effective outcomes in Manchester and working closely with partners across Greater Manchester.

The Director will work and direct the AD Homelessness to deliver in the following areas:

- Prevention –work with people before they reach crisis point to ensure they don't lose their home
- Accommodation – Ensure the provision of enough emergency and temporary accommodation at the right time, with the right level of support for individuals and families if they do lose their home
- Wrap-around support – Ensure the provision of the right support at the right time. This includes getting people into employment, education and training; debt and budgeting advice; mental health; wider health support; and drug and alcohol support.
- Settled accommodation – Work with strategic housing and other colleagues to ensure that there is enough affordable permanent accommodation for people to move into. Work to ensure people are getting the right resettlement support to help them maintain their new tenancies.
- Work closely with the Director of Housing and Residential Growth to ensure sufficient options of housing to meet the requirements of citizens
- Rough sleeping – Ensure there is enough support and accommodation for people who are rough sleeping, even though we may not have a statutory duty to many of our rough sleepers.

## Key responsibilities

### Strategy:

- Lead on the development and delivery of the residential growth strategy ensuring appropriate long term strategies for housing development within the City that reflects current and future demand, ensuring that delivery plans are aligned with projected population growth and demand;
- Represent Manchester in the development of Greater Manchester strategies for housing and development;
- Lead on the delivery of specific housing led regeneration schemes throughout the City ensuring that they are aligned to and reflect strategic plans for residential growth;
- Support the development and direction of intelligence gathering tools and methodologies to effectively predict demography and population growth. To use the information gathered to construct evidence based cases for investment in residential development. To use the information to initiate area change in the City and influencing other population growth related strategies across the City;
- Lead on Residential Estates strategies for transformation and rationalisation, adopting a residential asset management approach, where appropriate, to inform the Housing Revenue Account business plan;
- Support the Head of Homelessness on the development of the Homelessness Strategy for the city;
- Representing the City at National and International housing and regeneration events, including speaking engagements;
- Act as an ambassador various national housing events where appropriate.

### Legislative:

- Ensure that the Council discharges its statutory responsibilities in respect of various legislation relating the Compulsory Purchase, Town and Country Planning Act, Local Government and Planning Act etc;
- Ensure compliance in line with National and Local Planning Policies and frameworks (GM Spatial Framework and City Core Strategy).
- Ensure that the Council discharges its duties when taking forward strategies for land acquisition in accordance with legislation relating to Compulsory Purchase Orders associated with housing led regeneration schemes;

- Lead on planning, shaping and development of organisational strategies and policy frameworks to ensure the direction of travel will support delivery of the organisational vision and objectives to transform the City;
- Ensure that the Council is able to best use its Statutory powers in relation to housing matters affecting the Council, e.g. Homelessness, disabled adaptation and private sector housing enforcement.

**Challenge:**

- Ensure the appropriate management of contracts and contractors through the service delivery teams to be able to appropriately challenge suppliers and contractors; ensuring effective delivery and value for money services for the Council;
- Ensuring the successful delivery of the Council's Residential Growth Strategy and the effective functioning of the various groups and boards that support achievement of the targets set;
- Lead on the identification and acquisition of appropriate sites for residential development;
- Lead on the formulation and delivery of place based strategies where public sector capital funding is severely constrained;
- Ensure that service areas are creative and innovative in order to ensure continuous service improvement and finding new ways to deliver corporate objectives;
- Lead on planning, shaping and development of organisational strategies and policy frameworks to ensure the direction of travel will support delivery of the organisational vision and objectives to transform the City.

**Key Role Descriptors:**

This role is a senior strategic management post within Manchester City Council providing strategic leadership to a service or group of services. The role holder will drive the delivery of organisational priorities through dynamic and effective leadership;

Deliver sustained improvements to the quality and efficiency of services to provide the best outcomes possible for Manchester's residents and partners to ensure that the city plays a full part in national, regional and sub regional activities;

Shows passion for Manchester throughout their work and in their behaviour, championing Manchester in everything they do;

The role holder will drive coordinated working and strategic thinking with partner organisations and on a national level to ensure that Manchester delivers our key political, organisational and strategic priorities;

Provide direct support to the Strategic Management Team, elected Members, Committees, and other stakeholders on matters relating to their service area. Act as deputy to the relevant Strategic Director;

Accountable officer for the relevant statutory area ensuring regulations are upheld to safeguard the organisation and the population of Manchester;

Foster commitment, talent and fresh thinking, challenging yourself and others and take responsibility for their own development and promoting continuous learning to enhance the professional development of employees;

Through personal example, open commitment and clear action, ensure diversity is positively valued, resulting in equal access and treatment in employment, service delivery and communications.

**Where the role holder is disabled every effort will be made to supply all necessary aids, adaptations or equipment to allow them to carry out all the duties of the role. If, however, a certain task proves to be unachievable, job redesign will be given full consideration.**

**Director of Housing Operations and Homelessness -  
Behaviours, skills, and technical requirements**

**Our Manchester Behaviours**

- We work together and trust each other
- We're proud and passionate about Manchester
- We take time to listen and understand
- We 'own it' and aren't afraid to try new things.

**Generic Skills**

- **Strategic Thinking:** The ability to translate vision in to strategy and strategy into action, while maintaining focus, objectivity and sound judgement under complex conditions and an understanding and ability to interpret national policy. Demonstrates a high level of political awareness and links strategies for continuous improvement with the drive to achieve national, corporate and departmental standards and goals.
- **Analytical:** Demonstrates the ability to apply analytical and logical thinking, often beyond own areas of expertise, to gathering and analysing information, designing and testing solutions to problems, and formulating plans
- **Planning and Organizing:** Sets clearly defined objectives, plans activities and projects well in advance and takes account of changing circumstances; identifies and organizes resources and manages time effectively monitoring performance against milestones and deadlines.
- **Problem Solving and Decision Making:** Ability to react to immediate problems of a highly complex nature with associated risk factors and deliver pragmatic solutions sometimes under extreme pressure.
- **Project Management:** Demonstrates knowledge and experience of delivering complex initiatives on the ground, through robust project management processes.
- **Commissioning:** An ability to inform, plan and co-ordinate services in the context of competing priorities Ability to advise and develop local partner commissioning capabilities where there will be a direct impact on joint commissioning goals.
- **Communication Skills:** An influential and persuasive communicator at all levels in the public, private and community/voluntary sectors, who is able to define and articulate a strong sense of purpose, which engenders commitment to shared objectives. An inclusive, confident and self-motivated

ambassador for the organisation, with a proven ability to foster partnerships to work collaboratively across boundaries, and to achieve results through others.

- **Commercial:** Ability to manage the tender/evaluation process for the commissioning of bespoke work, and the management of internal and external contractors.

### Technical requirements (Role Specific)

See separate Experience Requirements.