

ROLE PROFILE

- Job Title: Service Director Housing
- Post Number: TBC
- Grade and SCP: C4 £106,925.20 - £112,748.39
- Function: Leadership Board
- Accountable to: Corporate Director Growth & Connected Communities
- Responsible for: See 'Specific Responsibilities' section below

Your Role at Shropshire Council

At Shropshire our priority is to be a 'best value' authority that delivers, enables, and influences for Shropshire and its residents by:

- Being financially stable and sustainable
- Having clear priorities and purpose
- Supporting and enabling our workforce to excel

Recognising the challenge across local government today. This starts with our Improvement Plan to address immediate challenges, while ensuring a focus on the future and how the Council will need to look, feel, and operate to best serve the needs of the county and its residents, and being aware of changes in national policy.

Our Shropshire values: PROUD

- Partnerships
- Respect
- Opportunities
- Understanding
- can Do

Aim to unify the workforce, support transformation, improve trust, and build a modern, sustainable Council. This is a hybrid role, requiring the post holder to attend Shropshire for 2–3 days per week, alongside home working arrangements

This role requires participation in an on-call Emergency Response rota. This role requires you to undertake other duties, commensurate with the grade, as may reasonably be required.



Purpose of the Role

As a member of the Leadership Board, you will work collaboratively to shape and deliver the council's key strategic priorities, as defined in the Corporate Plan.

Working closely with the Leader, Cabinet Portfolio Holders, the Corporate Leadership Team, and Leadership Board peers, through matrix management, you will translate the council's strategic direction and policies into 5-year tactical service delivery plans. This will be achieved through statements of work and commissioned internally or externally.

The Service Director role will also oversee any statutory, non-statutory, and regulatory responsibilities associated with the function.



Key Responsibilities

In your role as Service Director, you will be responsible for the following:

Leadership

- Working collectively as a key member of the Leadership Board, shaping the overall strategic direction and priorities for the council as defined in the Corporate Plan
- Providing strategic and specialist insight and knowledge in the shaping, prioritising and commissioning of council-related services, ensuring they align with the Corporate Plan.
- Playing an ambassadorial role in the promotion of Shropshire, the Council and the wider system by accessing local, regional and national networks.
- Demonstrating integrity to your role as a collective leader of the whole organisation, who is jointly responsible for overall performance and outcomes, despite having management responsibility for specific functions.
- To act as the Service area's principal policy advisor within the functional area remit.
- Responsible for financial management of the service area and accountable for the direct budget allocated to this post.
- Undertake the responsibilities as set out in the Council Constitution.
- Act as a duty officer in the Council's Emergency Duty rota to support our response in an emergency and will be expected to attend any training to support those requirements.
- Responsible for strategic partnerships.
- Responsible for the articulation of strategic planning for the authority including the Corporate Plan and other key council strategies.
- Ensure that all activities and operations conducted within your service area contribute directly to the commercial and economic growth aspirations of the county, transforming service areas as appropriate, whilst providing residents and visitors with access to facilities that have a direct and positive impact upon health and wellbeing.
- Act as key point of contact and engage with partners such as Government Departments, National Advisory and Legislative Organisations.
- Supports multidisciplinary working of the Council and with Partners, contributing to the overall corporate leadership and management of the Council.
- Leading at the right (strategic) level, thus facilitating others to also lead at the right level, enabling them to fulfil their potential and increasing capability and capacity across the organisation.
- As a senior leader you are accountable for setting and driving the standard of people management across your service. You will lead the implementation and embedding of the Council's Role of the Line Manager as a core component of organisational performance, ensuring it is consistently applied, actively monitored and continuously improved. You will role-model visible, values-led leadership and expect the same of others, creating a culture where managers take ownership of their people responsibilities and deliver a consistent, high-quality employee experience that supports performance, wellbeing and organisational outcomes
- Ensuring all management responsibilities are deployed in line with council policies and best practices, fostering a culture of accountability and continuous improvement.
- Demonstrating commitment to the Organisational Values (PROUD) and ongoing continuous personal development, setting an example for others to follow.



Commissioning and Service Delivery (internal and external)

- Ensuring the most effective commissioning of preventative, modern, efficient, and sustainable services that meet the needs of our communities within the resources available.
- Using demand management and community leadership principles to ensure services are procured and delivered in the most efficient and effective way possible, whether internally or externally.
- Managing service delivery through robust contract and performance management, ensuring alignment to the Corporate Plan and our strategic priorities.
- Fostering strong relationships with internal and external stakeholders and partners, including community groups, businesses, and other government agencies, to enhance service delivery and great outcomes for our communities.

Customer

- Ensuring strategy and functions are aligned to the ambition of the customer journey to continually improve the way customers connect to the council, and the council connects to itself, including enabling self-service and effective support tailored to individual needs, thus ensuring that every resident gets the service they need, when they need it.
- Enabling preventative and early intervention which will reduce demand on services and address needs and inequalities within the community.
- Ensuring the implementation of an aligned community infrastructure and hubs to promote proactive and preventative engagement with residents and communities.
- Role modelling the 'Ask, Assist, Act' approach in the way we interact with our internal and external customers, continually maintaining a 'how can we help?' mindset.

Governance and Performance

- Ensuring robust governance processes in all aspects of what the council does, including service delivery, with clear accountabilities, risk management, and alignment to policies and strategies.
- Driving a culture of continuous improvement, with regular review and development of individual, team, and service performance.
- Accountable for the financial performance of assigned functions, managing service budgets, ensuring compliance with the council's procurement rules, financial regulations, and scheme of delegation.
- Maintaining awareness of legislative changes that impact service areas and ensuring policy and procedures comply with statutory and national requirements and standards.
- Collaborating with Members to integrate insights into all levels of the authority, guiding service delivery and strategic decision-making.

Personal Attributes

- Demonstrating visible commitment to the council's PROUD values and Diversity, Equity, Inclusion, and Belonging (DEIB) principles by embedding these principles in all aspects of service delivery and organisational culture.
- Embracing an autonomous, outcome-focused approach, deciding when, how, and where the work gets done, focusing on achieving outcomes and delivering results.



- Collaborating across the system to lead the delivery of strategic priorities, projects, and services, often outside of your primary area of responsibility, flexing to changing strategic needs and priorities.
- Prioritising personal health and wellbeing in line with the council's strategic priorities, promoting a healthy and supportive work environment.

Experience Required

This is a senior leadership role requiring extensive experience in strategic thinking and development, commissioning, contract and performance management, and service delivery.

The successful candidate will be a strong and influential leader, able to shape and drive transformational change and deliver high-quality, cost-effective services for the council and its residents.

Qualifications

- Degree, Professional Qualification or equivalent experience in housing, public administration or related discipline
- Evidence of, or commitment to attain, a recognised housing management qualification (Level 4/5 as appropriate) in line with regulatory requirements

Skills and Experience

- Detailed knowledge of housing legislation, regulation and consumer standards, including the Competence and Conduct Standard – October 2026.
- Understanding professional requirements in social housing, including workforce development and regulatory expectations.
- Experience of leading services where staff competence, professional conduct and performance management frameworks are critical
- Significant senior strategic leadership and decision-making experience in strategic housing or housing landlord related environment at Assistant Director / Director level above
- Extensive experience of developing strategic and local policies to procure and deliver cost effective, quality solutions to the accommodation needs of the population
- A record of innovative achievements in joint working with partners and stakeholders
- Experienced in Local government governance and political context
- Experience of advising senior officers and Members in Council/Cabinet/committee and other settings on housing matters.
- Experience of strong financial management, including value for money and delivering services within agreed budgets set out in Medium-Term Finance Plan (MTFP)
- Proven track record of delivering housing services at scale; leading transformation and service improvement; operating effectively at the political interface; managing large budgets and complex services
- Ability to translate vision into delivery and measurable outcomes
- Political awareness and high-level influencing skills
- Excellent communication across Members, partners and communities
- Strong financial, commercial and risk management capability
- Ability to lead organisational culture and performance



Specific Responsibilities (Housing)

- Act as the Council's lead advisor on the development, provision and management of housing in Shropshire covering the Council's owned social housing, private sector housing and reducing homelessness
- Lead development and delivery of the Shropshire Housing Strategy and associated strategies, aligned to the Corporate Plan.
- Provide strategic leadership for the delivery of high-quality, safe and compliant housing services, ensuring alignment with the Competence and Conduct Standard for social housing, including the development of a skilled, professional and resident-focused workforce.
- The role has significant statutory responsibility with a particular focus around:
 - Discharging the Council's Homelessness Reduction Act responsibilities
 - Discharge of the HRA Business planning requirements
 - Discharge of the Council's responsibilities for the Disabled Facilities Grant
 - Statutory compliance and assurance to ensure Shropshire Town and Rural Housing (STaR Housing) stock meets all statutory requirements for Health and Safety, electrical and gas safety work which will be increased through the Building Safety Bill with new specific requirements around high-risk buildings.
 - Domestic Abuse Bill
- The role also has substantial regulatory and compliance responsibilities with a key focus around:
 - Private sector housing enforcement
 - Compliance with Landlord and Tenant Law
 - Engagement with leaseholders and tenants
 - Responding to the Ombudsmen and to the Regulator of Social Housing (RSH) as they apply to our Council Homes and temporary accommodation
- Statutory responsibility for ensuring social housing services and ensuring regulatory and legal compliance including Health and Safety including any new legislation.
- Responsible for determining, assessing and administering housing needs and driving the improvement in the temporary accommodation position to discharge the Council's Statutory Homelessness Duty.
- Ensure the Corporate Director, Lead Members, the Corporate Leadership Team, and the Leadership Board are briefed and kept up to date on those aspects of the Housing agenda for which the post holder has lead responsibility, including highly sensitive matters likely to have a major impact on the Council.
- Ensure compliance with all relevant housing legislation and regulatory requirement
- Translate national housing policy into locally deliverable services and outcomes.
- Developing and maintaining strong relationships with Council Members. Acting as the Council's principal advisors on housing matters.
- Build strong partnerships with registered providers, NHS and social care partners, private sector landlords and developments and Government and regional bodies.
- Lead financial strategy across Housing Revenue Account (HRA) and General Fund services



- Lead major programmes (e.g. homelessness reduction, housing supply, asset investment)
- Strategic leadership for the effective delivery of specified internal Commissioned / Delivered Services as specified for the role and which may change from time to time including:
 - Housing and Homlessness
 - Cornovii Developments Ltd and STaRH
 - Resettlement
 - Affordable Warmth
 - Strategic Housing and Commissioning
 - Temporary Accommodation and Schemes
 - HomePoint
 - Rough Sleepers
 - Private Sector Housing
 - Handyperson



Job Specification

As a Service Director, we would expect you to be able to demonstrate, through evidenced-based experience, the following level of competence:

Knowledge

- In-depth diverse expertise together with significant leadership and managerial experience.
- Integration across functions and/or services within the council and associated organisations or partnerships.

Creative Thinking & Policy Direction

- Management of a diverse range of related and unrelated issues across more than one function which require innovative thinking in developing a solution, or highly complex issues requiring significant interpretation or extension of existing policy, across more than one department/service area.
- Guidance required from only the most senior Directors and elected members.
- Contribution to the development of corporate policy within strategic policy framework.
- Focus on diverse areas of organisational activity.

Impact on People/Organisation(s)

- Full line management and leadership responsibility of a department or large business unit, or significant leadership impact across all departments.
- Management and development of internal and external relationships of significant importance to the council, or high-level contact with public and other external bodies to discuss, negotiate, and resolve controversial issues that impact on the council.

Responsibility for Resources

- 41%-total of the GRE
- Advisory/indirect



Standard Shropshire Council Terms & Conditions

The following terms and conditions of service are those laid down by the Joint Negotiating Committee (JNC) for Local Government Services, as amended from time to time and as adopted by the Council.

- Expected to lead and/or contribute to a range of projects and build relations with both internal and external partners in order achieve specified outcomes but will not have direct authority over those involved.
- Responsible for preparing responses in line with Shropshire Council's corporate processes and national/regulatory/statutory processes (e.g. complaints, MP enquiries, Information Governance requests, customer enquiries, media enquiries, HR staff investigations etc..). These responses should be in line with the quality and timescale expectations set out within Shropshire Council's published procedures and/or case allocation emails and discussions.
- Responsible for completing within expected timescales all mandatory corporate and role specific training. Training requirements will be detailed in your corporate induction and Personal Development Plan (PDP). Courses are accessed via the council Learning Management System via the Intranet.
- Expected to undertake all relevant training requirements specifically to the role including formal Hearing / Investigating Officer training relating to Disciplinary / Grievance policies and procedures
- Expected to become involved in a range of work to enable the service to respond effectively to the changing requirements of the Council and changes affecting the workforce.
- Adopt a customer focused approach when delivering your service, ensuring engagement with service users and maintenance of an appropriate personal profile.
- Act as an advocate for your service and work collaboratively with colleagues across the whole Council to meet the needs of the people of Shropshire.
- Meet individual, service and personal development targets agreed through the Personal Development Review Process, learn from experience and are committed to continuous improvement individually and as an employee of the Council.
- Work with colleagues to meet your team's key performance indicators, support a culture of team working and ensure the team functions successfully in support of the Council's corporate and service objectives.
- Meet the behaviours and competencies adopted by the Council in the way in which they achieve their objectives and carry out their work.
- Smoking is not allowed in Council buildings, in Council vehicles or in any Council place of work.
 - You must provide a suitable vehicle for the performance of your duties and that this is readily available for use during normal working hours. You are entitled to claim



for reimbursement of the costs of travel on council business at the rate of 55 pence per mile.

- This post carries eligibility to join the Local Government Pension Scheme. Information about this and other pension options will be sent with any formal offer of appointment.
- Annual leave entitlement is a pro rata flat rate scheme of 207 hours (28 days) annual leave plus bank holidays, with five days extra awarded to those staff with five years local government service giving an entitlement of 244 hours (33 days). Two days of an employee's allowance (pro rata for part time staff) must be taken at Christmas for any potential Christmas closures. Employees who work in a building/service which is required to open over the Christmas period, the two days leave (pro rata) can be carried over into your next leave year but must be used by the end of March.
- The appointment is subject to 3 months' notice in writing on either side.
- The appointment is subject to six months' satisfactory probationary service during which time the notice period will be one week on either side.
- All appointments are subject to receipt of the following pre-employment checks;
 1. Satisfactory employment references
 2. Medical report
 3. Evidence of the qualifications required for the post/listed on your application form
 4. DBS (if required for the role) or, Basic Disclosure

Political Restriction

This is a politically restricted post under the terms of the original Local Government and Housing Act of 1989, Local Government (Politically Restricted Posts) Regulations 1989, and subject to amendment(s) under the Local Government, Economic Development and Construction Act 2010.

