

Job Description

Job title:	Service Area:	
Directorate: Housing	Post Number From Oracle	Evaluation Number
Grade:	Date issued: July 2025	

Croydon Council's priorities

We will live within our means, balance the books, and provide value for money for our residents.

We will focus on tackling ingrained inequality and poverty in the borough. We will follow the evidence to tackle the underlying causes of inequality and hardship, like structural racism, environmental injustice, and economic injustice.

We will focus on providing the best quality core service we can afford. First and foremost, providing social care services that keep our most vulnerable residents safe and healthy and keep our streets clean and safe.

To ensure we get full benefit from every pound we spend, other services will only be provided where they can be shown to have a direct benefit in keeping people safe and reducing demand.

Croydon Council's new ways of working

We will practice sound financial management, being honest about what we've spent and what we can afford.

We will focus on what we, uniquely, can do as the local authority as the democratically elected leaders of our borough. This means we will focus on our core services, and a small number of evidence-based outcomes that deliver our priorities. But we will also continue to use our democratic mandate to convene our partners around a common purpose and to make a clear case for a better deal for Croydon.

We will aim to become a much more transparent, open, and honest council.

We will involve residents in our decision making. But we will also need to be clear with residents about what we can do, and what we can't. When we have to say no, we will do so with compassion and take the time to explain our decisions.

Job Purpose:

To lead the delivery of resident and customer involvement, engagement, liaison and Consultation, to support the delivery of housing services and projects/programmes, shape the future of resident engagement.

To ensure that resident involvement is embedded in delivery plans across housing, and that resident views and customer insight are used alongside performance data to drive demonstrable service improvements, efficiencies, and increased satisfaction.

As a member of the extended management team, you will develop and deliver a comprehensive Resident Engagement Strategy with a focus on positive outcomes for residents.

Support/ develop the governance structures needed so that all residents have the opportunity to get involved and ensure involved residents have a strong voice in decision making.

Expand and diversify resident involvement, offering tailored opportunities for residents to shape the services that matter most to them

To lead on professional services and advice to colleagues across housing and the wider council where applicable, on resident involvement, co-regulation and co-production.

To take professional responsibility for championing the council's diversity agenda, and proactively implementing initiatives which secure equality of access and outcomes. Commit to the continual development of your personal understanding of diversity.

Political Restrictions:

This post is politically restricted and under the Local Government and Housing Act 1989, as amended by the Local Democracy, Economic Development and Construction Act 2009 and the post holder may not have any active political role either in or outside the work. Will only apply to HOS whose duties also involve giving advice to committees, sub-committees or to the Executive or speak on behalf of the Council to journalists e.g., Head of Scrutiny, Head of Communications, deputy monitoring and S151 officers.

Statutory Responsibilities:

This role has no assigned statutory responsibilities.

Other Considerations:

You may, from time to time, be required to work outside of regular office hours including weekends and evenings to attend meetings and community events.

The postholder is required to observe and fulfill the seven principles of public life (also known as the Nolan Principles).

1.1 Selflessness

Holders of public office should act solely in terms of the public interest.

1.2 Integrity

Holders of public office must avoid placing themselves under any obligation to people or organisations that might try inappropriately to influence them in their work. They should not act or take decisions to gain financial or other material benefits for themselves, their family, or their friends. They must declare and resolve any interests and relationships.

1.3 Objectivity

Holders of public office must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias.

1.4 Accountability

Holders of public office are accountable to the public for their decisions and actions and must submit themselves to the scrutiny necessary to ensure this.

1.5 Openness

Holders of public office should act and take decisions in an open and transparent manner. Information should not be withheld from the public unless there are clear and lawful reasons for so doing.

1.6 Honesty

Holders of public office should be truthful.

1.7 Leadership

Holders of public office should exhibit these principles in their own behaviour. They should actively promote and robustly support the principles and be willing to challenge poor behaviour wherever it occurs.

Corporate Accountabilities

To take a “one Council” approach to deliver more effective outcomes and at all times avoid a siloed, single division or service area approach.

To actively seek out and learn from external good practice and bring those new ideas and ways of working into service development and delivery.

To contribute and lead as required as a project owner on the delivery and implementation of specific corporate and housing projects and service plans as required.

To actively role model the council's priorities and ways of working and the council's leadership framework and values.

To lead, manage and develop staff teams and ensure compliance with the council's performance management system and all HR policies and procedures.

Be accountable for associated budget and have affordable plans in place to deliver the annual budget and Medium-Term Financial Plan.

Provide assurance that the services are compliant and performance monitoring is part of the corporate rhythm, and exceptions have robust action plans.

To operate within the governance, financial and legal frameworks of the Council at all times.

Ensure equalities is embedded into all aspects of professional and managerial roles, including service delivery and at all times carry out your duties with regard to the Council policy.

Ensure by robust management that the services and staff you are responsible for adhere to the Council's Health and Safety Policy and operate within the safety management frameworks.

To ensure the effective management of data and security of information received and used within the division, to comply with the relevant legislation such as GDPR and the Freedom of Information Act, recognising that the council wishes to operate in the most open and transparent way.

Participate in cross organisational risk management and emergency planning activities as required.

Service Accountabilities:

To work jointly with the Director of Housing Management, heads of service, and service managers within the division to ensure the development and transformation of services that meet the new budget envelope in the medium-term financial strategy(s) are delivered.

As the professional lead for Resident Involvement, lead on the programme of engagement with tenants, leaseholders, and homeowners to ensure that they play an active role in the management of their homes and neighbourhoods through Tenant Management Organisations, and Tenants & Residents Associations.

Support the resident's involvement structures, building the capacity of our residents to get involved in service management, scrutiny, and development.

Embed the principles and application of the Residents Charter across housing services.

Embedding and leading on the delivery of the Resident Engagement Strategy

Develop and lead a professional team to provide a high quality and effective service.

To lead and work collaboratively with other council services, partners and residents on service development and improvements to ensure delivery of housing targets.

Manage a range of staff - **Senior Resident Involvement Officer(s)**, Resident Liaison Officers, Resident Involvement Officers. Engagement **Resident Involvement Support Officer** (Bold – direct reports)

Lead on the development and delivery of communication to residents

To ensure an effective and robust system for housing returns and performance that informs strategy and ensures policy compliance.

Instil a culture of customer service and 'can do attitude' across your team.

Working collaboratively and in partnership with relevant officers across the council, and partners.

Be responsible for all relevant statutory and regulatory requirements within the scope of the service, including those applicable to the health and safety of residents, staff and contractors

Members of the public

Other local authorities, and local authority organisations

Other social housing providers

Regulator

Local & national tenant groups

Government

Benchmarking organisations

Suppliers of goods and services including market research organisations and venues representatives & groups

Voluntary groups

Consultants

Partner contractors such repairs and capital works contractors

Senior and operational managers in housing, district centres, other departments

Services, e.g., adult social care, legal, etc.

Managers and staff across the Council etc.

Customer contact centre, etc
Elected member and cabinet members across the Council.

The list of duties in the role profile should not be regarded as exclusive or exhaustive. There will be other duties and requirements associated with your job and, in addition, as a term of your employment you may be required to undertake various other duties as may reasonably be required.

Your duties will be as set out in the role profile but please note that the Council reserves the right to update your role specification from time to time, to reflect changes in, or to, your job.

You will be consulted about any proposed changes.

Person Specification

Specific Minimum Qualifications and Expertise

Qualifications:

- A professional or management qualification, educated to degree level, or demonstrable equivalent experience.
- Evidence of continuing professional and leadership development.

Experience:

- Experience in leading on the development of innovative approaches to engaging, involving, and consulting residents in the delivery of local housing and regeneration initiatives.
- Experience of supporting and developing new and existing resident involvement initiatives and resident groups so that a wide range of people give feedback and take part in decision making processes.
- Experience of resident involvement, scrutiny, and governance.
- Experience of working directly with residents to gather feedback and insight to support service improvement and increase satisfaction.
- Experience of providing a professional and responsive resident involvement service that colleagues and senior managers in housing and the wider council value and make use of in relation to resident involvement activities.
- Experience of managing and developing a Resident Involvement Service Team to provide a high quality and effective service, collaborating and aligning efforts with colleagues across Housing, especially to create cohesive and powerful resident involvement initiatives.
- Experience of working with and influencing a diverse range of community groups via consultations.
- Experience in using data to enhance services. Successful track record in delivering high-performance, customer-centric services and evidencing positive outcomes for residents
- Experience of budget and performance management and monitoring.

Knowledge and skills

- A comprehensive understanding of social housing and the associated regulatory framework
- Knowledge of the wider political landscape and understanding of the current issues affecting social housing.

- The ability to keep up to date with good practice in resident consultation, engagement, involvement, and adapting and implementing within Croydon as appropriate.
- High level of communication skills to persuade and engage audiences and form positive relationships at all levels (internally and externally).
- The ability to review and monitor the Resident Involvement Strategy and coordinate delivery of the action plan. Ensure all teams contribute actively to the strategy and its delivery.
- Ability to lead on the overall strategic responsibility of ensuring that resident involvement is at the forefront of the work of the Housing Service and that involvement options and methods are flexible and modern to meet the needs of different resident groups.
- The ability to build networks and partnerships to achieve positive outcomes and experience of effective promotion and communication techniques including use of digital platforms.
- Ability to work effectively across a range of service disciplines and with a range of people.
- Expertise in data analytics and targeting work in relation to identifying areas where engagement is required.
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Corporate Values

Our values are the base of every job role within Croydon – our values are fundamental in everything we do as a Local Authority. You are required to demonstrate a commitment to our corporate values, and this will be assessed using the criteria below:



One Team: To cross boundaries to work together towards shared goals with colleagues, partners, and communities.

- You are strategically innovative in your approach to building and maintaining partnerships and you and your teams act in a joint enterprise with them. You use your contacts and colleagues to bring teams together.

Proud to Serve: We strive to always do our best for the community, getting the most from limited resources and using taxpayers' money wisely

- You are proud to be part of the wider Croydon and the contribution you and your teams make to it. You make a difference to people's lives through engagement, and you strive to get the best possible value for money for customers.

Honest and Open: We work hard to build trust by treating everyone with honesty and integrity.

- You think through who needs to understand what during communication; and take care to communicate detail clearly. You take people's views into account continuously. You trust people, colleagues, and staff, to do their best and deal with any issues positively.

Taking Responsibility: We encourage and support each other to take responsibility and show what we can do, learning together and recognising each other's contributions.

- You are clear where formal accountability lies and where we can all take responsibility for results. You praise your colleagues for their efforts and ideas and thank them for their contributions.

Valuing Diversity: We make the most of the many perspectives that make Croydon distinctive.

- You treat all staff and customers with equal value and respect. In everything you do, you make good use of the wide variety of background, skills, and perspective your teams, the Council and the community demonstrate.

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