

Role Title	Director of Housing Assets
Job Family	Place - Housing
Competency Level	Chief Officer
Pay Scale	CD2
Purpose	
The Director of Housing Assets provides strategic leadership and direction for the Council's Housing Assets service, a core component of the Housing Service. As a key member of the Housing Senior Leadership Team, this role ensures the effective stewardship, safety, and long-term sustainability of the Council's housing stock, contributing directly to borough-wide priorities and the Waltham Forest mission. Working closely with the Cabinet, Chief Executive, and Strategic Leadership Team, the Director plays a pivotal role in shaping and delivering the Council's housing asset strategy, including capital investment, compliance, and climate resilience. The postholder leads on financial planning and service transformation, ensuring housing assets are maintained to a high standard, future-proofed, and aligned with Waltham Forest's Climate Action Plan ambitions. The role also holds strategic oversight of regeneration and new development activity on Council housing estates, ensuring alignment with asset strategy and resident needs. Through collaborative leadership and a commitment to excellence, the Director of Housing Assets ensures a joined-up approach across Council services, enabling housing asset management to deliver high-quality outcomes for residents and communities.	
Generic Accountabilities	End Results / Outcomes
Direct, develop and control the service. Responsible for all operational decision making and management of the service.	Activities within the service are directed and controlled to ensure the required outcomes and standards are delivered either directly; through commissioned or funded services; or via community empowerment. Member input, community consultation and customer feedback inform the design, development, delivery and performance management of the service. Service quality, customer satisfaction, efficiency and continuity are maximised.
Service strategy and policy formulation and implementation are aligned to the Council's overall corporate strategy and objectives.	Service strategy is developed, agreed and implemented. Service priorities are established. Changing priorities and external requirements are anticipated and assessed.

Actively contribute to the corporate management and strategic direction of the council as part of the Directorate Management Team.	Innovative approaches and responses are developed and delivered.
Ensure the development and implementation of policy, systems, processes, performance criteria governance frameworks, and procedures within area of responsibility. Meet strategic / operational requirements, internal and external reporting requirements and ensure compliance with external legislation and regulations.	Policies and controls ensure that the area of responsibility is compliant with all relevant legislation, codes, regulations, guidelines, standards and best practice. Governance frameworks have clear accountabilities and effectiveness is measurable. Compliance is monitored and ensured. Action is taken to resolve any issues identified.
Accountable for the strategic and operational planning and delivery of the service targets and objectives. Ensure the service's plan and performance (either directly or through commissioned / managed services) results in the implementation of agreed Council strategies, policies and outcomes. Input to the strategic planning of the wider organisation.	Policy direction is translated into service outcomes. Service and business plans and targets are developed, communicated, cascaded and monitored. Robust performance and quality management systems and procedures are in place and meet all requirements. Performance, quality and contractual compliance are managed effectively.
Advise Strategic Leadership Team and Members on issues relevant to the service. Provide challenge and advice to colleagues, managers and partner organisations.	Act as lead professional adviser in area of responsibility. Strategic advice, critical challenge and moderation are provided in relation to all aspects of the service and wider council / partner activities as appropriate.
Develop and manage stakeholder relationships. Ensure the service has good relationships with Council Members, other service areas, customers, the public and the media.	Good working relationships with associated and affected interest groups / key stakeholders are established, promoted, fostered and sustained. Customer comments and complaints are used to improve service performance. The Council is represented on local, regional and national forums.
Develop opportunities for partnership working both within and outside the council. Lead on relevant partnerships between the Council and other public,	Where appropriate, delivery of the service is achieved / supported through partnerships. Partnership working is led effectively.

private, voluntary and community sector bodies.	Best practice is identified, shared and promoted.
Provide leadership and direction for the service, to ensure the delivery of timely and appropriate services to customers.	The service is led by a professional, motivated and effective management team. Recruitment, induction development, performance review, employee relations and all HR processes and planning is completed to the required standards and timescales. Deficiencies and underperformance are actively resolved. Effective team meetings take place.
Identify, secure, deploy and manage the resources necessary for the service to meet/ exceed its objectives.	Appropriate organisation structures and processes are developed and implemented to meet changing organisational requirements. Resources are effectively and efficiently deployed to achieve service objectives.
Direct and control the financial expenditure and integrity of the service.	Budgets and financial risk are monitored and managed in compliance with organisational requirements. The service is delivered within agreed budget. Funding from external sources is identified and secured where appropriate. Value for money is maximised.
Direct and implement a comprehensive risk management programme for the service.	Operational, financial, regulatory and political risk are identified and managed in accordance with Local Government and national working practices.
Ensure that the capacity to respond positively to change is enhanced, "traditional thinking" is challenged, and innovative solutions are pursued throughout the area of responsibility.	Necessary changes to culture and practice are implemented and sustained. Conditions for others to perform and to innovate are created. Improvement of the service is focussed and driven to meet strategic objectives and improve service user outcomes.
Plan and direct / sponsor significant strategic programmes, projects and initiatives, both within the service area and across the council / partnerships.	Major change /complex multi-disciplinary programmes are monitored, and directional control provided. Resources required to deliver the project / programme are secured.

	Projects / programmes have clear and assigned accountabilities and achieve their objectives.
Job-Specific Accountabilities	
Shape and lead the long-term housing asset strategy, including sustainability and climate resilience, ensuring the Council's housing stock contributes to net zero targets and environmental commitments per the Council's strategic mission.	Programmes are aligned with the Council's Climate Action Plan. Programme delivery is enhanced through strong governance and robust business cases.
Oversee financial planning and investment modelling for housing assets, ensuring robust business cases, lifecycle costing, and alignment with the Council's MTFS and capital programme.	Improved cost forecasting and lifecycle modelling. Increased return on investment.
Provide strategic direction and leadership for the Council's housing asset services, ensuring delivery aligns with corporate priorities, long-term sustainability, and resident wellbeing.	Ensure the Council's Housing Asset service is managed in a way that delivers the Council's objectives. Work in partnership with clients, partners and residents to deliver fit for purpose products and outcomes.
Take full responsibility for the condition of the Council's housing stock, setting strategic objectives for maintenance, investment, and compliance to ensure delivery of decent homes and future-proofed assets.	Work prioritised based on condition of stock. Ensure good programme / project protocols in place.
Responsible for the strategic planning, commissioning, and oversight of housing assets, including planned maintenance, cyclical works, and responsive repairs, ensuring robust governance and good financial stewardship.	Ensure capital spend and appropriate project and financial planning is reported. Programmes are delivered on time, to budget and realise expected outcomes.
Champion inclusive resident engagement and leaseholder consultation, embedding co-design principles and ensuring all programmes meet statutory requirements, deliver value for money, and reflect community priorities.	Decent homes targets achieved, sustained, and maximised. Tenants and leaseholders routinely engaged in programme delivery and are consulted on individual schemes in accordance with leasehold consultation requirements.
Provide strategic oversight of regeneration and new development activity on Council housing estates, ensuring alignment with the Council's housing asset strategy, long-term	Estate regeneration and infill development projects increase the supply of high-quality, affordable homes Resident satisfaction and trust is increased.

investment priorities, and the needs of residents.	Use of land and assets is optimised, unlocking underutilised sites for development and contributing to borough-wide housing targets.
Develop and maintain systems that support data-driven decision-making, prioritisation, and continuous improvement in the management of housing repairs and improvements.	Repairs and maintenance undertaken according to need.
Ensure strategic procurement and contract management frameworks are in place to deliver housing programmes and meet commissioning standards, regulatory compliance, and performance expectations.	Value-for-money achieved through allocation of contracts. Contracts procured and awarded in accordance with commissioning criteria.
Provide assurance on health and safety compliance, including gas safety, asbestos management, fire safety, and legionella control, embedding a culture of safety across housing operations.	Programmes in place to meet all statutory obligations in respect of all aspects of compliance met including gas, fire safety, water, asbestos. Health and safety measures exceed statutory obligations and promote excellence and best practice.
Represent the Council in external partnerships, contractor relationships, and sector forums, fostering collaboration, accountability, and innovation across the housing supply chain.	Ensure the Council promotes, secures resources, and is effective in delivering its agenda through work with contractors.
Nature of Contacts Members, the Chief Executive, Strategic Directors, Heads of Service and equivalent levels in external bodies, private sector and partner organisations to advise, discuss, challenge and influence. Establish and lead partnership working with internal / external services / organisations and liaise with national bodies. Manage complex political relationships. Manage relationships with key stakeholders and delivery partners including negotiation of complex political / strategic / commercial issues. Manage confidential, challenging and highly sensitive issues / situations, which involve significant negotiation, persuasion and influencing skills. Interaction with others and the ability to successfully influence and motivate are fundamental to the role.	
Procedural Context Reports to the Corporate Director of Housing. Lead and control a council service.	

Accountable for operational and strategic implementation of decisions and direction for the service and for project / programme management for cross cutting corporate and partnership initiatives.

Accountable for the integration of a range of professional /operational areas which are critical to the success of the organisation and for performance and service delivery across the service.

Breadth of vision and strategic and innovative problem solving involves thinking within a general framework of strategic direction in situations where there are often aspects which are ambiguous, intangible or unstructured. A significant degree of evaluative judgement is required in relation to risks and issues, with the ability to identify the potential impact of a wide range of changing and potentially conflicting internal and external factors. Conclusions and decisions seize opportunities and mitigate risks.

Direction setting, planning and prioritisation is over a number of years to ensure the service achieves its strategic goals, reviewing and adjusting to take account of the risks and opportunities presented by a changing political and regulatory environment

Key Facts and Figures

Monitor and control the budget of a council service

Decisions will impact across own service, the wider Council and its partnerships

Employees directly managed will be heads of service each responsible for significant resources and operational service delivery

Resourcing

Teams include:

- Planned Works
- Repairs Partnering
- Building Safety Operations & Compliance
- Strategic Asset Management & Sustainability

Supervisory Responsibilities:

- AD Housing Repairs & Planned Works
- AD Strategic Asset Management & Compliance

Budgetary responsibilities:

- Service controllable £5.6m per annum including salaries
- Commissioned services circa £14m per annum (Repairs & Maintenance)
- Capital £15-20m per annum

Knowledge, Skills and Experience

- Significant senior strategic management experience, including translating organisational drivers into strategic objectives, longer term plans, new ways of

working and specific outcomes, for a portfolio of services in a large public sector organisation (preferably local government).

- Proven ability to manage a wide variety of activities across a range of professional areas of expertise and oversee their achievement of the organisation's strategic goals.
- Extensive knowledge of the major issues facing local government.
- Extensive and comprehensive knowledge and understanding of the national policy context, requirements and future direction for relevant service areas.
- Proven track record of accountability for significant budgets and ensuring the delivery of services within agreed resources.
- Proven ability to drive through and deliver effective performance management within own organisation and understanding of the performance management process in partnership arrangements.
- Significant experience of creating, leading and sustaining partnerships both internally and externally to achieve shared objectives and synergies.
- Experience in persuading a wide range of stakeholders to work together, encouraging an organisational focus on the needs of the community.
- Authority and credibility to work effectively in a political environment and establish positive relationships with Members.
- Excellent interpersonal and communication and presentation skills, with proven ability to communicate effectively to a wide range of audiences both horizontally and vertically throughout the organisation.
- Proven track record of operating strategically to identify, initiate and oversee corporate projects and policy development.

Indicative Qualifications

- Educated to degree level or equivalent standard.
- Relevant postgraduate / professional qualification
- Evidence of Continuing Professional Development

The above profile is intended to describe the general nature and level of work performed by employees in this role. It is not intended to be a detailed list of all duties and responsibilities which may be required. This role profile will be supplemented and further defined by annual objectives, which will be developed in conjunction with the post holder. It will be subject to regular review and the Council reserves the right to amend or add to the accountabilities listed.