



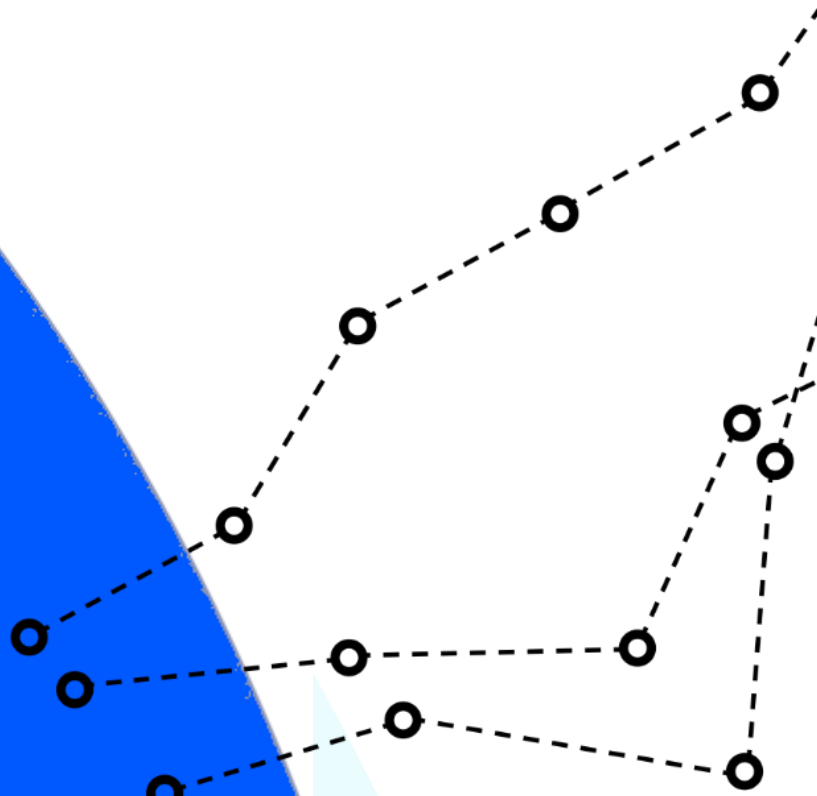
Candidate information pack

Chief Executive

February 2023



GatenbySanderson



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Introduction by the Chair, Housemark

Thank you for your interest in becoming Chief Executive at Housemark. This pack gives you background information on Housemark, information on the role and on how to apply.

Housemark is an ambitious and progressive business, and our goal is to remain the leading data insights company for the UK social housing sector, using our unique datasets and technology platforms.

We are looking for an individual who can inspire, and lead our Executive team, bringing a strong customer focus and excellent commercial acumen in developing and growing technology businesses.

We need the very best person to achieve that. If that excites you and you have the energy, drive, and commitment to excel yourself, along with the ability to support others to do so, we want to hear from you.

Richard Hyde
Housemark Chair



About Us

We are the leading data and insight company for the social housing sector.

Our mission

We provide on time insight you can trust and the capability to turn it into action right now. We continually gather key data from the majority of social housing providers and across the housing sector so the insight we produce is right up to date and relevant. We conduct high quality analysis, presenting data in a clear way, to show what the numbers mean.

How we work, live and lead

Trust and integrity

We build trusted relationships by keeping our promises and delivering agreed outcomes. Applying the highest industry standards in the collection, analysis, and management of data, we deliver our services consistently to the highest professional standards.

Customer driven

We provide great value to our customers and the wider sector. Driven to deliver services that meet the changing needs of our customers, we stay relevant through a deep understanding of what our customers want, and the political and regulatory context within which they work.

Make a difference

We strive to inspire. Through insight and innovations, we reveal possibilities and provide opportunities that make a difference. With a clear social conscience, we help our customers improve the lives of their residents.

Be the best

We take responsibility for our own personal development and growth so we can be our best selves for Housemark. Learning from the best, we continually improve and modernise our services to stay ahead.

What we do

Data comparison and analysis

On time, in context, and evidence-based, we reveal insights you can't uncover alone; informing decisions that drive efficiency and improve performance.

- Sector analysis
- Tailored comparisons



➤ Forecasting

Consultancy

Using our unique sector data, our consultancy services support you to embed improvement, assurance and transformational change into your business.

- Discover: Dig deeper into what's driving current performance and identify recommendations for improvement, helping you to turn insight into action. Use our analysis to review your practice, processes, and culture to uncover where you are now and reveal what's possible.
- Transform: Whether it's road-mapping recommendations, support to shape a transformation strategy or large-scale service redesign, we can help you to unlock your organisation's potential. We will work with you, supporting you to think creatively and to take an innovative approach to reimagining what's possible – so you can really drive change in your organisation.
- Assure: Evidence your performance and provide assurance to your people, and your customers. From accreditations to independent audits, we will show you how you are meeting regulatory requirements and demonstrate the improvements you are making to your processes and business, as well as the positive outcomes and impact of what you do.

Photobook



Photobook is an inspection management platform that is used to create and carry out surveys for your properties, places and people. From inspection reports and customer forms to estate surveys and much more – Photobook allows you to set the standards you want to achieve and rack real-time performance.

Events and networking

Our high profile events attract leading speakers and delegates from inside and outside the social housing sector.

Ready for regulation

With the new Tenant Satisfaction Measures on the horizon and ever greater scrutiny of social housing, we offer support in dealing with big decisions and competing priorities.

Please click to read more about our [Products and Services](#)

Our shareholders



The **Chartered Institute of Housing** is the professional body for those working in the housing profession in the United Kingdom. It acts as the independent voice for housing and the home of professional standards, and exists to support housing professionals to create a future in which everyone has a place to call home.

"Housemark is on the cusp of a moment of opportunity. There's big change happening in the social housing sector and Housemark is well placed to play a big role in that."

Gavin Smart, Chief Executive, Chartered Institute of Housing



For more information about the organisation please visit: <https://www.cih.org/>



The **National Housing Federation** is a trade association for social housing providers in England. It's new three year strategy is focused on driving and leading the change housing associations need to deliver this purpose: improving the environment they operate in, removing barriers that face them, and tackling longstanding issues for the future.

For more information about the organisation please visit: <https://www.housing.org.uk/>

Our Corporate Strategy

Please click to read our [2023-2025 Corporate Strategy](#)

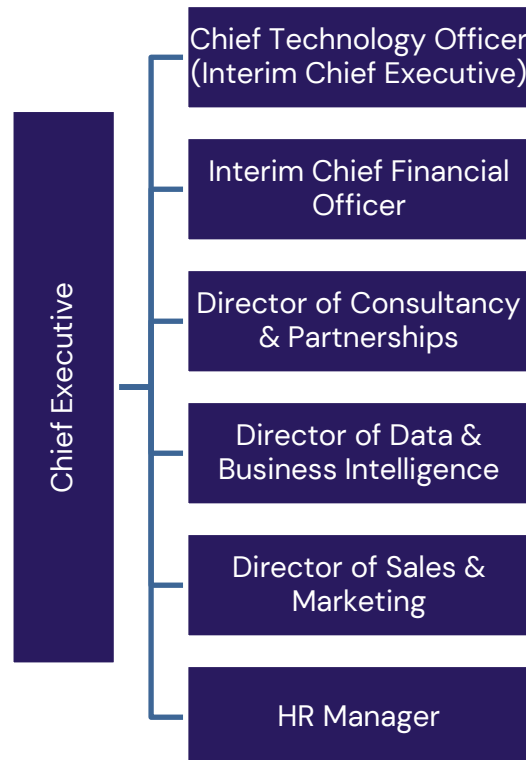


The Role – Chief Executive

Location: Coventry (hub) with home working and additional travel as required, balancing this to ensure leadership to staff, presence in the market and delivery of the overall Chief Executive role.

Reporting to: Chair, Housemark

Direct reports:



Role Purpose

Lead Housemark so that it is commercially successful and provides its shareholders with increasing financial returns.

Own the creation and delivery of the short and long term strategy, and ensure the alignment with objectives and the financial plan.

Shape, reinforce and be the custodian of the Housemark culture and values.

Build and develop good relationships with all Housemark stakeholders including (but not exclusively), Housemark's shareholders, the Chartered Institute of Housing (CIH) and the National Housing Federation; corporate customers, the Association of retained Council Housing (ARCH); the National Federation of ALMOs (NFA); Procurement for Housing (PfH)

Housemark's procurement partner and the regulatory bodies of England, Scotland, Wales, and Northern Ireland.

Key Accountabilities

- Member of the Housemark Board with all duties associated with that role.
- Create and role model the people culture for the Housemark.
- Lead the development of the organisation's vision and corporate strategy ensuring this is updated and refreshed as necessary.
- Support, coach, mentor and manage members of the EMT (including the setting of OKRs and performance development reviews), to deliver their best individually and collectively for the business, colleagues, and all stakeholders.
- Be a brand ambassador for Housemark. Promote and elevate the company's credibility and reputation through a public profile that includes speaking engagements; social and traditional media presence; networking and meetings with government officials and other sector opinion formers; and by maintaining good relationships with executives across Housemark's customer base.
- Develop and manage key corporate relationships including with PfH and Housemark's shareholders (CIH and NHF) to capitalise on the unique brand relationship between the organisations, to maximise mutual opportunity and manage competition as appropriate.
- Produce annual operational business plans and budgets, and a rolling three-year financial plan, secure Board approval of these plans.
- Investigate the potential for Housemark to expand its business and customer base beyond the social housing sector and agree with the Board the development of the growth strategy launching new products and services as appropriate.
- Support the Chair to perform his/her duties effectively.
- In conjunction with the Chair and Governance Manager, ensure that the governance requirements of the business are met, including arranging and administering Board meetings; ensuring compliance with various contracts including the joint venture agreement with the shareholders; and effective Board director appraisals and succession planning.
- Comply with all the company's policies and procedures and to take reasonable care, to the best of their individual knowledge and ability, to avoid injury to themselves and to others by acts or omissions in their work.
- Undertake any other duties that are consistent with Housemark's expectations of the Chief Executive Officer.



Person Specification

Attributes:

- Extraordinary Passion
- Strong leadership
- Clear Vision
- Effective communication skills

Qualifications:

- Educated to degree level or equivalent.
- A management qualification is desirable.

Experience:

- Strong and demonstrable commercial experience and capability.
- Experience of working in B2B commercial organisations.
- Experience of growing a SME.
- Track record of leading effective organisational change and continuous improvement.
- Understanding of the purpose of the social housing sector.
- Clear and strong values that are in tune with the social housing sector.
- Demonstrates excellent people and team building skills.
- Evidence of leading a team where colleagues are empowered and accountable for delivering results in a collaborative culture.
- Able to be the external 'face' of Housemark including through personal relationships and public speaking.

Competencies/capabilities:

Leadership:

Leadership	Motivates, enables and inspires others to succeed without discrimination. Has a clear vision of what is required to achieve organisational success, delegates significant accountability with clarity, and acts as a positive role model.
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Commercial Accountability	Understands the key business drivers that affect the profitability and growth of Housemark and takes appropriate action to maximise Housemark's success. Demonstrates corporate responsibility, ownership for success, and accountability.
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Thinking:

Problem Analysis	Accurately identifies problems, seeks pertinent data without bias, recognises important information, and identifies possible causes of problems.
Customer Service	Exceeds customer expectations by displaying a total commitment to identifying and providing solutions of the highest possible standards aimed at addressing customer needs, whilst factoring in Housemark's best interests.

Relating to others:

Persuasive Oral Communication	Expresses ideas or facts in a clear, succinct, and persuasive manner. Participates actively and convincingly in conversations, without dominating and by accurately synthesizing others' contributions. Uses active listening skills for the benefit of others, rather than listening simply to extract information or to confirm own ideas.
Written Communication	Ability to express ideas clearly in writing, with good grammar, spelling, and punctuation, to a level where documents do not require editing or review by another.
Flexibility	Ability to modify own behaviour and adopt a different style or approach in order to reach a goal, manage change, embrace diversity, and resolve conflict.

Delivering Results:

Personal Organisation for the Team	Efficiently establishes an appropriate course of action for self within the larger context of working within the team. Jointly clarifies the purpose with others and works towards accomplishing goals, even when the team is working on something of no direct personal interest.
Driving Success	States opinions, seizes opportunities and pursues goals, makes timely decisions, acts ethically, demonstrates accountability for outcomes, and increases overall efficiency and effectiveness.



Remuneration

The salary for this role will be £150,000 to £170,000 depending on experience.

Benefits

- Executive bonus
- Car allowance up to £5829
- Life assurance 3 x salary
- Contributory pension up to 5.95%
- 30 days holiday increasing to 32 day after 3 years service, plus bank holidays.

Timetable

Closing Date	9am Monday 6 th March 2023
Longlist meeting	w/c 13 th March
Preliminary Interviews	w/c 20 th and 27 th March
Shortlist meeting	w/c 3 rd April
Assessments and Final interviews	Mid April

How to Apply

To apply please submit an up-to-date copy of your CV, along with a Supporting Statement that addresses the criteria set out in the person specification, using examples to demonstrate how you meet the essential requirements.

Please provide your home, work, mobile and email contact details and let us know of any dates when you are not available or where you may have difficulty with the indicative timetable. You should also provide the names, positions, organisations and contact details for two referees, one of whom should be a current or most recent employer. If you do not wish us to approach your referees without your prior permission, please state this clearly.

If you would like to discuss in more detail, please contact:

- Chantelle Harris on 07384 460191 chantelle.harris@gatenbysanderson.com
- Tim Hills on 07393 011 130 tim.hills@gatenbysanderson.com
- Simon Wing on 07809 195 628 simon.wing@gatenbysanderson.com

Applications must be received by **9am on Monday 6th March 2023**.

