



Job Description

This job description has been designed to indicate the general nature and level of work required of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list, and the line manager may vary duties from time to time which do not change the general character of the job, or the level of responsibility entailed.

Post Details	
Job Title	Service Director, Housing Operations
Service	Housing
Location	Shute End
Reports to	Executive Director for Children, Adults and Health
Worker Style	Hybrid - Remote working with attendance at Council offices as and when required
Responsible for	Head of Housing Needs, Head of Housing Operations, Strategic Asset Manager
Grade	Service Director Pay Scales
Contract Type	Permanent

Main Accountabilities	
1.	To lead the Council's integrated landlord and housing needs functions, ensuring safe homes, effective services, homelessness prevention, financial sustainability and positive resident outcomes.
2.	Maintain effective first-line control, risk management and regulatory compliance across landlord and statutory housing services ensuring risks are identified, mitigated and/or escalated appropriately.
3.	Ensure landlord, homelessness, rough sleeping and temporary accommodation services are lawful, accessible, preventative and resident-focused, using resident insight, complaints and feedback to drive continuous improvement.
4.	Ensure decisions, statutory returns, regulatory submissions and management assurance are supported by reliable information, effective performance management and robust evidence.
5.	Lead the effective stewardship of the Housing Revenue Account, the 30-year HRA Business Plan, housing assets, financial resources, contracts and commissioned services to deliver value for money and long-term sustainability.
6.	Lead a capable, accountable and resilient Housing workforce, with clear professional standards, succession planning, leadership capacity and timely action where competence, conduct or performance falls below the required standard.
7.	Must act as a champion for the use of digital, data and technology through both the identification and development of business cases and maximise the use of existing tools
8.	Collaborate with internal and external stakeholders, including to understand their needs, priorities and challenges to build strong relationships, effective communication and collaboration on service-related initiatives.





9.	Emergency Planning - serve as the Silver Duty Officer, on an out of hours rota, coordinating the council's tactical response in an emergency.
10.	Demonstrate a strong commitment to an inclusive and diverse environment by actively promoting Equality, Diversity and Inclusion.

Person Specification	Essential	Desirable
Education/Qualifications	Educated to degree level or equivalent in a relevant profession, or equivalent experience.	Chartered membership or equivalent professional standing with the Chartered Institute of Housing or another relevant body.
	Holds a relevant Level 5 housing management qualification or recognised equivalent or meets the approved requirement to enroll and work towards it within the applicable statutory period.	
	Evidence of continuing professional development relevant to senior landlord and housing-authority leadership.	
	Able and willing to obtain and maintain any professional qualification, registration, license or membership required for the role.	
Experience	Substantial senior leadership experience in a social landlord, local authority, housing association, ALMO or comparable regulated environment.	Regulatory inspection or direct engagement with the Regulator of Social Housing, Housing Ombudsman or comparable regulator.
	Personal leadership of an integrated landlord function or portfolio of comparable breadth, complexity and consequence.	Leading a landlord through recovery or transition into sustainable business as usual.
	Senior leadership of statutory housing-authority functions, including homelessness, housing needs, allocations or temporary accommodation.	Local-authority HRA business planning and governance.
	Establishing or operating effective first-line controls, management assurance and risk arrangements across landlord services.	Reducing temporary accommodation pressure or improving homelessness prevention and move-on outcomes.





	Senior responsibility for significant HRA, revenue, capital, investment, procurement or contractual resources.	
	Delivering measurable improvement following regulatory findings, audit, complaints, incidents, poor performance or unreliable information.	
	Holding senior managers, contractors and partners to account for standards and outcomes.	
	Providing authoritative and politically impartial advice in a politically accountable environment.	
	Leading multidisciplinary teams through significant change while maintaining service continuity, workforce engagement and clear accountability.	
	Leading services for residents experiencing vulnerability, exclusion, homelessness or complex housing need, and building workforce capability and succession.	
Skills/Knowledge	Detailed knowledge of the legal, regulatory, financial and governance environment for social landlords and local housing authorities.	Building safety, asset investment, energy performance, decarbonisation and emerging landlord duties.
	Strong knowledge of homelessness and allocations duties, temporary accommodation, Consumer Standards, landlord health and safety, complaint handling, resident influence and professional competence requirements.	Partnership approaches to homelessness prevention, safeguarding, health inequalities and tenancy sustainment.
	Able to demonstrate Wokingham's Tier 3 Shared Accountabilities across people, systems, politics, change, digital and data, organisational and financial leadership.	
	Able to assess conflicting or incomplete	





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	information, challenge unsupported assurance and make sound, defensible decisions.	
	Strong financial, commercial, asset and contract-management judgement.	
	Able to lead digital and data-enabled landlord services, ensure reliable information assets and manage information, cyber and continuity risks within the portfolio.	
	Able to connect resident, homelessness, landlord, asset, financial and performance information to identify systemic risk and priorities.	
	Able to establish clear accountability, decision rights, escalation and evidence requirements.	
	Able to build an open, respectful and learning culture and take fair, timely action on poor performance or conduct.	
	Able to work across the Council and with partners, maintaining political impartiality and using resident lived experience to shape services and improvement.	
	Clear written and verbal communication, including explaining complex matters in plain English.	
	Commitment to Wokingham's Ambitious, Caring and Together values, evidenced through leadership practice.	

Service Director Shared Responsibilities

As a Service Director at Wokingham Borough Council, it is expected that you will A.C.T. on our core values of Ambitious, Care, Together. Our organisational Values are our cultural cornerstones that form the bedrock of our operational ethos. A Leader of people, you will lead your team through our People Strategy to deliver on our core purpose for our communities.

Our Service Directors are expected to deliver on several Shared Responsibilities as leaders of our organisation, ensuring that we demonstrate the behaviours and competencies required at a consistent level to lead our strategic priorities. The Shared Responsibilities will be monitored throughout the year with your line manager, and an annual assessment will be undertaken, alongside your annual performance appraisal. A full definition can be found in the Service Director Toolkit.





People Leader	Leading, motivating and inspiring teams to deliver our corporate priorities in a collaborative culture Essential Skills: interpersonal skills and communication, coaching, listening, collaboration, resource planning, resilience, time management, delegation.
Systems Leader	Working with partners and across organisational boundaries to influence and empower Essential Skills: relationship management, negotiating, influencing, inclusive communication skills, stakeholder management, emotional intelligence, networking.
Political Acumen	Navigating the political environment of the local authority with impartiality and building working relationships with political members. Essential Skills: Judgment, Consistency, Reframing, Relationship management, Managing expectations, Foresight and implications
Change Leader	Embracing continuous improvement and taking our teams on a journey of culture and behavioural changes Essential Skills: partnership working, communicating a vision, listening, project management, time management, systems thinking
Digital Acumen	Being equipped with the knowledge, skills and attitudes to support the digital journey of the organisation Essential Skills: horizon scanning, communication, systems thinking
Organisational Leader	Breaking out of silos to work strategically and collaboratively with each other across the organisation

	Essential Skills: resilience, flexibility, analysis/judgement, communication, forward planning, selling a vision, partnership working, assertive/ constructive challenge
Financial Acumen	Integrating commercialisation with public sector ethics to deliver the best outcomes for residents Essential Skills: Communication, Resilience, Change Management, Risk Management, Budget Management

Purpose Details	
Service Purpose	Housing supports the Council's mission that everyone has the opportunity to thrive by providing safe and secure homes, preventing homelessness, supporting independence and delivering fair, accessible and financially sustainable housing services. It fulfils the Council's duties as a social landlord and local housing authority, including housing management, neighborhood, estate and leasehold services, landlord antisocial-behaviour services, homelessness and rough sleeping, allocations, temporary accommodation, arrears prevention and financial inclusion, resident services, existing-stock stewardship, delivery and monitoring of the 30-year HRA Business Plan, and regulatory compliance, contributing to a Fair, Green, Safe and Connected borough.



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Role Purpose	Lead and shape the operating model for the Council's integrated landlord and housing authority functions so that homes and services are safe, compliant, effective, financially sustainable, preventative and focused on resident outcomes. The post is the permanent senior operational owner of landlord performance, statutory housing delivery, first-line control, management assurance and workforce capability, providing authoritative advice to the Executive Director for Children, Adults and Health, Members and resident governance within the Council's approved governance and delegation framework.
Corporate Parenting	You will champion the principles of corporate parenting by embedding its ethos in all aspects of service delivery, ensuring decisions and actions consistently reflect the responsibility to act as a corporate parent to children in care and care leavers, and actively contribute to shaping and implementing the wider corporate parenting strategy.

Supervision and Relationships	
Supervision Received	Reports to the Executive Director for Children, Adults and Health. Operates with substantial professional and managerial autonomy within the Council's Constitution, approved policies, budgets, financial regulations, procurement and contract rules, schemes of delegation and corporate governance. Accountable to the Executive Director for the performance, risk, resources and outcomes of the Council's landlord and statutory housing-authority functions. Refers matters outside delegation, policy or budget, and matters of material corporate or political significance, through the appropriate route.
Supervision Given	Provides strategic leadership and direct management to Head of Housing Needs, Head of Housing Operations, Strategic Asset Manager Sets priorities and service standards; allocates resources within delegation; agrees clear objectives; holds senior managers to account; reviews performance, risk and management assurance; directs corrective action; and ensures effective succession, capability and performance management across Housing.
Contacts	Residents, resident representatives and scrutiny bodies; people using homelessness and temporary accommodation services; elected Members; the Executive Director and Corporate Leadership Team; Housing Oversight Board and Overview and Scrutiny; regulators, the Housing Ombudsman and auditors; corporate services; contractors and providers; the Service Director, Strategic Housing Delivery and Partnerships; and statutory, health, care, community and voluntary-sector partners. Contacts support resident influence, professional advice, governance, assurance, escalation, joint delivery and accountability.





Resources/Budget Management

Responsible for the effective stewardship of the Housing Revenue Account, housing authority and homelessness budgets, temporary accommodation expenditure, housing assets, the 30-year HRA Business Plan, capital investment programmes, contracts, commissioned services and all associated staff, systems and resources with a structure of c110 staff.

Current responsibilities include management of a Housing Revenue Account with annual revenue income and expenditure of £20 million per annum hra turnover together with homelessness and temporary accommodation budgets, and c5m per annum stock investment programme.

Special Requirements

The postholder will be required to work flexibly across Council offices, housing sites, temporary accommodation, community settings and resident meetings, including attendance at evening governance meetings where required. The role participates in corporate emergency arrangements and is accountable for business continuity, information-asset governance and cyber resilience within the portfolio, and requires travel within and outside the borough.

The postholder must maintain any professional qualifications, registrations or memberships required for the role and comply with all applicable professional, regulatory and organisational standards, including Housing Competence and Conduct requirements where applicable. Politically restricted status and formal designated responsibilities are to be confirmed. These may include landlord health and safety, Housing complaints and Rent Standard compliance, subject to the approved Landlord Assurance Framework. Overall Consumer Standards responsibility must reflect the formally approved corporate allocation.

Occupational Health Risk Assessment	Details
Skin/Respiratory Sensitisers	N
Working at Height	N
Exposure to Noise (>80-85dB)	N
Confined Spaces	N
Frequent Display Screen Equipment Use	Y
Driving for Work	Y
Hand Arm Vibration	N
Lone Working	Y
Healthcare/Social Contact with Patients	N
Blood Borne Viruses Exposure	N
Food Handling	N
Working with Animals	N
Specialised Medical Screening	N
Night Working	N
Safety Critical Work	N



Nature of the Role	Details
Healthcare or Hospital Work	N
Working with Children (under 18)	N
Working with Elderly/Vulnerable Adults	N
Work Environment Details	The role operates across Council offices, housing sites, temporary accommodation, community settings and governance forums, requiring regular engagement with residents, partners, contractors, Members and staff, and a visible leadership presence across the service.





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Role Involvement	Details
Working with Children	N
Working with Vulnerable Adults	N
Both of the Above	N
Providing Care/Supervision for Children	N
Providing Care/Supervision for Vulnerable Adults	N
Both of the Above	N
None of the Above	N

Disclosure and Barring Service (DBS)	Details
DBS Requirement	TBC
Eligibility Tool	Find out which DBS check is right for your employee - GOV.UK (Find out which DBS check is right for your employee - GOV.UK)

Re-checks
TBC

Evaluation Declaration	
Date of Evaluation:	September 2026
Evaluated by:	Sally Halliwell, Head of HR and OD

