

Job Role Profile

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| Role Title | Head of Housing Rents |
| Job Family | Families and Homes |
| Competency Level | Head of Service |
| Pay Range / Scale | PO10 |
| <p>Purpose</p> <p>To maximise rent collection to over 10,000 tenants, coordinate and have overall responsibility for staff management, including supervision and monitoring of external contracts, service level agreements and consultants where required.</p> <p>Management of the Housing Rents service including all systems, functions and processes. The Head of Housing Rents is responsible for providing outstanding leadership to direct reports and team members to provide a first class rent management and financial inclusion services to Waltham Forest Housing, whilst working within its strategic service plan objectives, legal obligations and budgetary/expenditure limits. The post holder will work closely with other teams and services across the Council and with external agencies to provide high quality innovative services.</p> <p>The post holder will be responsible for driving up overall collection performance for rent, service charges, garages, ancillary services and water rates consistent with best practice within social housing and will ensure that excellent standards of customer care are maintained at all times.</p> | |
| Generic Accountabilities | End Results/ Outcomes |
| Maintain all required records and information. Analyse and interpret complex information, for input into reports. | Procedures are adhered to and all information is correctly recorded and processed. Accurate, complete and relevant information / records / reports are provided for internal and/or external use. |
| Develop specialist documents / materials / activities to support / promote the service area. | All materials / activities are delivered to the required standards and timescales. Communications are clear, well planned and effectively targeted. |
| Provide advice and guidance to colleagues, customers and stakeholders. Manage escalated or complex customer issues within the specialist area. | Expert advice, information and support are provided on the full range of issues within the field of expertise. Queries / complaints are effectively managed. Appropriate action is taken to resolve the issue. Customers are satisfied. |
| Maintain information systems which support the specialist area. Contribute to the development of these systems. | Changes to systems, are identified and recommended. Systems meet operational requirements. System security is maintained and GDPR requirement met. |
| Work closely with others to clarify changing customer / organisational requirements. | Customer requirements are identified and documented. Improvement opportunities are identified and recommended. |

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| Develop good working relationships, develop community links and communicate effectively with internal / external organisations / partners and stakeholders. Represent specialist area internally and / or externally. | <p>Specialist work area reputation is maintained or enhanced.</p> <p>Stakeholders are engaged with activity relevant to them.</p> <p>Positive feedback is received from stakeholders.</p> <p>Best practice is shared.</p> |
| Carry out all duties and responsibilities with reasonable care for the health and safety of self and others and report any potential hazards or unsafe practices to line manager. | Work is carried out in a way that is safe and without risks to health. |
| Ensure the necessary standards relating to safeguarding best practices/protocols are effectively communicated, monitored and maintained as relevant within the scope of this post. | Safeguarding standards are monitored and maintained in compliance with Council policy |
| Act in accordance with all policies and procedures which apply to the job and understand the reasons for this. | All policies and procedures are complied with. |

| Job Specific Accountabilities: | End Results/ Outcomes |
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| To lead on the design, development and implementation of robust services for arrears prevention, debt recovery, financial inclusion and rent maximisation, including accountability for making key decisions on the service and service reviews. | Be the rent lead for Waltham Forest Housing ensuring strategic risks are identified and mitigated to enable rent maximisation and financial inclusion for tenants. |
| To represent the Council's strategic, operational and business interests in consultation with key internal and external stakeholders including government bodies, community representatives, partnering and commercial organisations. | Waltham Forest Housing is able to demonstrate how it can contribute towards the Council core priorities. |
| Develop the Council's Housing Rent strategies, service planning, service improvement, delivery and financial viability including | <p>The strategic rent maximisation processes are current and fit for purpose.</p> <p>The annual service plan delivered.</p> |

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| how the department is managed and operated for the overall benefit of Waltham Forest Housing. | |
| Prepare, submit and deliver timely, accurate and insightful reports and presentations, to advise Housing Management Team (HMT) and other key stakeholders or interest groups on rent collection performance and maximisation and financial inclusion. | Senior management are briefed on performance and risks to the Housing Revenue Account. |
| Contribute to the delivery of Waltham Forest Housing' Service Plan and the implementation of rent and financial inclusion services programmes, including a robust performance management framework within the Housing Rents Service. | Timely one to one meetings and appraisals with staff in line with the LBWF HR policy whilst aiming to develop staff to their full potential. Annual performance targets set. |
| To set and monitor key standards of service delivery and performance across all the activities of Housing Rents to ensure effective and responsive services. | All KPI's are met in line with expectations with mitigating strategies employed as required. |
| Ensure effective budget management which meets financial and other legal / service requirements, maximises value and minimises expenditure to enable efficient management of resources. | Ensure any under/over spend is anticipated, managed and reported in good time. Staffing and resource requirements are always kept optimal to ensure efficiency in service delivery. |
| Develop and implement social and economic strategies to improve the financial wellbeing of tenants and link into the community-wide social wellbeing including the development of preventive arrears and financial inclusion approaches. | The negative impact of welfare reforms on tenants is mitigated. Share knowledge with stakeholders and team members. Attend training as required to stay up to date with latest developments within housing. Develop employment and training initiatives. |
| Ensure best value is obtained in all work undertaken and value for money achieved. | Able to demonstrate value for Money using public funds |

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| To take a lead role in managing change, including challenging processes, empowering people, developing decision-making and mitigating risk. | Efficient and effective operation of Housing Rent service. |
| To maintain an ongoing presence at external meetings to gather appropriate and useful information and opinion, to provide input as appropriate and to build effective working partnerships with welfare providers and financial advisory groups so that high quality services can be delivered. | Sustainable and effective working relationships are built for the benefit of the service and its priorities to be delivered. |
| To effectively manage Waltham Forest Housing” Rent maximisation and Collection services and its resources. | Team morale and motivation is managed ensuring rent maximisation is not affected. |
| In all aspects of the Council’s work, to promote effective communications, excellence in customer service, a focus on continuous improvement and a proactive approach to all best practice; and legal and compliance matters. | Minimise complaints and maximise customer satisfaction. |

Nature of Contacts

Key contacts are internal and external customers/stakeholders as well as Councillors and Senior Council officers.

Will involve indirect contact with members of the public including dealing with challenging situations where influence may be needed.

Deal with people at all levels confidently, sensitively and diplomatically.

Procedural Context

Act within guidelines and standard procedures with discretion to allocate or otherwise organise work to meet service delivery requirements.

Decisions will be made based on Council and legislative policies and procedures

Responsible for meeting performance standards within a policy framework and regulatory guidelines.

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Some out of hours work may be required including participation in the Housing Management out of hours rota.

Key Facts and Figures

Reports to: Divisional Director of Housing Operations

Responsible for: Rent Collection Manager, Rent Maximisation Manager, Senior Administrator, Welfare Reform Project Officer

Resourcing

Budget Responsibilities: Yes, circa £1.0m staffing and related budgets. Responsible for annual rent collection circa £56m

Knowledge, Skills and Experience

- Extensive management of service area experience or an operational area providing services to the public – preferably including rents, housing, community, neighbourhood, leasehold and support services.
- Proven track record of delivering services and achieving evidence of continuous improvement in a customer driven environment.
- Proven record of effective leadership and motivation of staff including evidence of inspiration, innovation and delivery.
- Evidence of dynamic influence in delivering new ways of working preferably in a Housing Rents service.
- Evidence of policy and strategic planning, that made a difference.
- Experience of promoting equality and diversity in all aspects of employment and service delivery.
- Knowledge of relevant housing legislation, regulatory frameworks and best practice.
- Knowledge of social housing, localism act and welfare reform and impact to social housing providers.
- Working knowledge of all Microsoft Office applications.
- Excellent knowledge and understanding of social housing, regulatory frameworks and resident support and related government policy and best practice.
- Knowledge of principles required to operate a complex service area including monitoring and setting of budgets.
- Understanding of the impact of ever changing government legislation such as the Localism Act and Welfare reform has on social housing providers and their customers.
- IT literate with a thorough understanding of the business implications of developing IT systems to achieve efficiency and providing access to services.
- Clear understanding of the responsibilities of statutory organisations (including LA, health and Social Services) in relation to the provision of services to residents.
- Recognises and manages conflicting goals of the service and key partners.
- Effectively builds, manages and leads relationships and partnerships.
- Financially literate at a senior management level – able to prepare budgets, manage and control them, identify financial risk factors and put in place effective control

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mechanisms, lead VFM and efficiency reviews and produce effective results.

Indicative Qualifications

Educated to degree level or equivalent

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