

Head of Local Link – London North-West

The Resident Experience teams are at the frontline of the housing service and are the team that will deal with complex housing issues and see residents in their homes. Our vision is to create communities where everyone has a safe home in a place where they're proud to live. We're big and we're local. Residents are at the heart of all we do and we use our size to influence positive change in the areas where we operate.

It's also about living our values which are at the **HEART** of what we do. All colleagues are expected to demonstrate a commitment to our values through their behaviours, actions, and words on a daily basis. As a valued member of the Southern Housing Team, you'll embrace our Values to inspire others as well as yourself to be

- **H**onest
- **E**fficient
- **A**ccountable
- **R**espectful
- **T**rusted

You'll demonstrate our HEART values in your behaviours. You'll:

- Be authentic, open, and transparent in your actions and words
- Believe that by working together we accomplish more, and work hard every day to improve services, efficiency, and value for money.
- Take responsibility for delivering excellence and own your actions.
- Embrace difference, and put our residents, colleagues and our partners at the heart of all you do.
- Do what you say you will and be relied upon to keep your promises.

And, of course, show commitment to our approach to Equality Diversity & Inclusion, Health & Safety, Compliance and Code of Conduct policies and practices within Southern Housing.

The role

Reporting to the Director of Resident Experience North you'll be leading the North West London Resident Experience team, promoting and supporting the Local Link delivery model across mixed tenure schemes and estates. Taking ownership for the delivery of high quality, resident-focused services, ensuring that interactions with the housing team is a positive experience.

Your teams will be responsible for delivering services across mixed tenure neighborhoods, including Home Ownership and Independent Living, supporting the resident journey from allocation of new homes to settling in and supporting residents throughout their tenancy. You'll motivate and energise the team to deliver great services, excellent housing advice, and support. You'll lead your team to be empathetic, polite, courteous, and hard working as well as proactively resolving issues when they find them, in a safe and efficient manner.

As Head of Local Link – London North West, you'll hold the Allocation and Lettings portfolio for Resident Experience. You'll have a strategic role, developing relationships with other providers to consider best practice and be the subject matter expert and technical lead across all localities for your portfolio, providing leadership, vision, direction, and support. As Southern Housing's

subject matter expert, you'll have in-depth knowledge of Allocation and Lettings at both an operational and strategic level.

Working closely with the Resident Experience teams, you'll ensure consistency in approach while understanding the local nuances and how they feed into the strategic direction of the service. You'll take ownership of resolving cross functional/regional issues and work together to pilot new ideas and make sure changes are embedded within policy, process, and practices within the local operational teams.

Alongside this you will work with the Learning and Development team in providing tailored and timely training for delivery teams. Responsible for preparing and presenting reports to Resident Panels, Committees and Boards Leading on Reviewing Policies and procedures. Information Asset Owner for Allocation and Lettings data.

You'll actively promote and support resident influence and shaping of services through the general panel governance structure.

The location

You'll be based at one of our main offices (excluding Midlands)

What you'll be doing

- You'll lead the Local Link model delivering the highest quality Neighbourhood services across a specified region providing a tenure neutral service
- You'll have full oversight and ownership of operational delivery including Home Ownership and Independent Living services
- You'll lead on developing and maintaining external relationships with key partners including the Local Authorities, Boroughs, statutory and voluntary agencies
- An understanding of letting different tenure types, including social/affordable rent and lifetime tenancies, market rent and intermediate market rent, keyworker accommodation, licenses, use and occupation, and other lettings agreements
- Support the delivery of a regulatory-compliant lettings and allocation service through the local teams, with a strong understanding of our regulatory responsibilities, and knowing what good governance looks like from a lettings and allocations perspective.
- Identify, assess, and mitigate risk associated with allocation and lettings activity, including fraud, financial efficiency, environmental challenges, and sector risks. Identify, assess, and mitigate risk associated with ASB activity, including fraud, financial efficiency, environmental challenges, and sector risks.
- Provide leadership and strategic direction ensuring a performance-driven service, achieving stretching targets, balanced with a strong customer focus. You'll use performance information as a tool to track improvements locally and generically as well as compare with others inside and outside the sector.
- Responsible for reporting of KPIs and collection of key performance data. You'll ensure performance reports meet the needs of those delivering the services.
- Be the lead officer for internal audits, coordinating with external auditors and colleagues, agreeing the scope, providing full oversight to the business and taking accountability for providing management responses, ensuring audit actions are delivered to timescale and working with local teams to build action plans as a result

- You'll manage your team with empathy and actively develop and grow their capacity as individuals and as a functional body.
- You will play an active role in the Resident Experience senior team inputting into the wider development of services and ensuring value for money.
- Contribute to the setting, monitoring and control of the regional team budgets and continuously manage, monitor, and analyse expenditure. You will proactively manage budgets and ensure compliance with procurement policies.
- You'll engage honestly and empathetically with residents, colleagues, delivering difficult messages on occasion with sensitivity whilst managing expectations.
- Lead on stakeholder consultation and discussions/negotiations with local authorities, other registered social landlords, partner organisations and customers.
- Take lead responsibility for area health and safety, ensuring full compliance with the organisation's policies.
- You'll have a confident and inclusive leadership style which manages the service with transparency and clarity for customers, teams, and colleagues.
- You'll lead and contribute to the management of complex cases and relevant neighbourhood improvement plans. This will involve assessing the requirements and associated costs, collaborating with colleagues and suppliers, and developing a comprehensive timeline for improvement plan delivery.
- You'll hold accountability and ownership for Regional Resident Panels, leading regional meetings, prepare packs and reports in advance of meetings, and ensure resident feedback shapes regional decisions and outcomes.
- You'll have contract management experience and manage local and groupwide contracts in areas such as CCTV, parking, and mediation.
- Respond promptly to enquiries and complaints about service provision in a professional and courteous manner. This includes stage one complaints and Councillor and MP enquiries. You will attend resident meetings when appropriate.
- Prepare and present reports as required for internal and external purposes.
- Working in conjunction with the Risk Management framework, encompassing Health and Safety, Data Protection and demonstrating effective controls and compliance with all statutory, regulatory and policy requirements relating to the management of the business
- You will maintain a detailed knowledge of current legislation, available technology, data protection changes, regulatory framework, and best practice, understanding the implications this has on service, where there are specific service/financial implications.
- Represent Southern as an ambassador at external conferences, seminars, and networking groups to learn and act from best practice, leading on service accreditation and participating in awards submissions and presentations.
- Participate in the out of hours rota

What you'll need

- Proven leadership capability, ability to motivate and support your teams. You should have experience in fostering a positive work environment and promoting a culture of teamwork and collaboration, with experience of leading agile teams.
- Experience of leading operational teams that deliver front-line services to residents.
- Substantial knowledge of how allocations, lettings and rehousing operational processes work operationally within the social housing sector.

- Excellent communication skills, with the ability to communicate clearly, accurately, and effectively using various communication channels. Presents complex proposals in a clear, transparent way that is easily understood at all levels.
- Strong negotiating skills and emotional intelligence are also essential for successful collaboration with internal and external stakeholders
- As a senior manager, strong organisational skills are essential for effectively managing and overseeing complex projects, teams, and responsibilities.
- You will be a strong decision maker who takes ownership and responsibility for the outcomes.
- You will manage change effectively; understanding the needs for continuous improvement and play an active role in delivering successful change.
- Meets targets and deadlines, showing persistence and determination when setbacks occur.
- Hold a full driving license with access to own vehicle (Essential)
- Ideally you will be accredited to level 5 CIH (Chartered Institute of Housing) qualification.

NB

- Post holder will be required to work from other company locations (the cost of travel may be subject to tax)
- Able to work flexibly to meet customer and business needs including evening working and weekends.

Size and scope of role	
LT Directorate:	Resident Experience - North
No. of Direct Reports:	
Area of responsibility:	Region
JP Last updated:	June 2026