



**PlaceShapers Director
Recruitment Pack**

March 2018



Contents

Letter from Sinéad Butters MBE, Chair of PlaceShapers	Page 3
Job Advertisement	Page 4
Job Description	Page 5
Person Specification	Page 7
Application Process	Page 9



PlaceShapers Director

Thank you for your interest in the role of PlaceShapers Director, I am delighted that you are considering applying for this important and influential role.

I have been Chair of PlaceShapers since 2015, during which time our more than 100 PlaceShapers members have seen tremendous change in the political landscape and challenges to their businesses that are the most significant in many years.

A consensus has been developing for some time that the housing crisis has reached a point where real action is required to address the shortage of affordable housing to meet the demand there is now and will continue to be in the future.

Housing Associations have for decades been at the forefront of providing social and affordable housing and our PlaceShapers members are at the heart of their communities, providing housing, support and training to enable people to live secure and fulfilling lives. We continue to be at the forefront of housing provision, but there is still much to do to influence policy makers, local and national governments and investors that Housing Associations are an integral and vital part of the solution to the housing crisis. Between us, PlaceShapers members will develop 152,000 new homes over the next ten years.

The role of PlaceShapers Director will be key to our continued success at influencing policy and decision makers, whilst ensuring the network remains strong and grows in the future to ensure our good work can continue. This is a rare opportunity to work with senior leaders, politicians, regulators and other stakeholders across the country in a role with real social purpose.

If you share our values and our aspirations for the future of housing in this country, we want to hear from you. For an informal discussion about the role please contact me by e-mail; sbutters@aspirehousing.co.uk.

I look forward to receiving and reviewing your application.

With kind regards

Sinéad Butters MBE
Chair of the PlaceShapers Board



PlaceShapers Director

c£45,000, flexible 3 days a week

PlaceShapers is a values-led network representing over 100 community focused Housing Associations. A rare opportunity has arisen for an executive level professional to lead the activities of PlaceShapers, taking responsibility for strategic and governance support to our network.

Reporting to the Chair, you'll have the passion to drive activities in a complex environment. Working collegiately with the PlaceShapers Board, you'll ensure that PlaceShapers contributes positively to national and local policy development, that our members are able to learn from each-other and others through mutual support and that our governance and operating structures are fit for purpose.

For more information, please visit <http://www.placeshapers.org/news/> to download the Recruitment Pack. For an informal discussion about the role contact our Chair, Sinéad Butters, by e-mail; sbutters@aspirehousing.co.uk.

This role is home-based but with regular travel across the country, frequently to London.

Closing date: 20th April 2018

First round interviews: 3rd May 2018 in London

Note that this role will be employed by a PlaceShapers member organisation and seconded to work for PlaceShapers.



Job Description

PlaceShapers Director

Job Purpose

An Executive level post responsible for strategic and governance support to the PlaceShapers network of community-based Housing Associations, reporting to the Chair of the PlaceShapers Board.

Working collegiately with the PlaceShapers Board, and in particular the Chair and Vice-Chair, along with key internal and external contacts, this role will support and lead activities to ensure that PlaceShapers contributes positively and proactively to national and local policy development and that members are able to learn from each-other and others in a mutually supportive environment.

Duties and Responsibilities

- To represent PlaceShapers, promoting the network's activities internally and externally, building and maintaining positive relationships with members, partner organisations and key stakeholders.
- To lead on policy work, including responses to consultations, working with colleagues within the membership and externally as needed to research issues through the collection, analysis and interpretation of feedback.
- To keep abreast of national and local housing issues, legislation, research and good practice, identifying those of most relevance to, and the potential impact on, PlaceShapers members.
- To lead on special projects, working with colleagues as needed and any external consultants engaged to support specific initiatives.
- To oversee governance arrangements including recruitment of Board Members, corporate governance reporting, organising Board meetings, preparing Board meeting agendas and minutes.
- To prepare annual budgets with the support of colleagues, monitoring and reporting against these to the Board, to ensure that PlaceShapers remains financially stable.
- To respond to membership enquiries and processing new applications for membership in line with Board policy, resolving membership queries and sharing information on changes as needed.



- To plan and support member events, working with colleagues from within the network to ensure that these are relevant, cost-effective and have positive outcomes.
- To support communications activities both internally and externally, including through a range of social media channels.

General Requirements

- To take responsibility for own personal development and update knowledge and skills, with support from PlaceShapers, to perform the role at an effective level.
- To undertake such training as is deemed necessary to improve personal performance and knowledge.
- To perform any other duties not specifically identified in the job description but which are in line with the general responsibilities of the post.

This Job Description forms part of the Contract of Employment of the person appointed to this post. It reflects the position at the time of issue only, and may be changed at the employer's absolute discretion in the future.

Additional Information

- This role will be employed by a PlaceShapers member organisation and the role holder seconded to work for PlaceShapers on a flexible 3 days per week basis.
- The role is home-based with regular travel to meetings and events across the country, frequently in London.



Person Specification

PlaceShapers Director

Experience and Knowledge

- A good understanding of current challenges and issues within the social housing sector generally and the Housing Association sector in particular.
- Knowledge of PlaceShapers and a good understanding of its history, values and operating environment.
- Experience of working collaboratively with Boards, senior staff, partners and a wide range of stakeholders to support and promote organisational activities.
- Strategic level experience of policy development.
- Experience of adapting communications and communication styles to reflect the needs of a wide range of audiences.
- Experience of budgetary management and planning.
- Experience of self-directed flexible working without close supervision.

Personal Qualities

- A strategic thinker, able to support the PlaceShapers Board to further develop its objectives and priority areas of work.
- Passionate about PlaceShapers' values and able to be an effective ambassador for the network, internally and externally.
- Skilled in building and maintaining collaborative relationships with a wide range of key external stakeholders including politicians, policy makers and regulators, allied membership organisations and media contacts.



- Highly developed communication skills with the ability to communicate effectively on a one- to-one basis; with small and medium sized groups; to Board and sub-group meetings; to large audiences in conference style environments; in formal and informal presentations.
- Highly skilled in writing and presenting concise high-quality reports for Boards, and other meetings and for external publication, including formal responses to government or other consultations.
- A commitment to equality and diversity.
- A self-starter, able to take responsibility for keeping up to date with policy and sector developments, personal learning and fulfilling the needs of the role without close supervision.
- A flexible approach to working hours, with some out-of-hours working as business needs require.
- Ability to travel to meetings, events and network members across the country.
- Excellent computing skills with the ability to use standard hardware and software packages with minimal support.



PlaceShapers Director – Application Process

PlaceShapers is a network of more than 100 organisations. As well as her role as Chair of PlaceShapers, Sinéad Butters is Group Chief Executive of Staffordshire based Aspire.

The application process is being managed by the Human Resources team at Aspire. The role will be employed by a PlaceShapers member organisation with the role holder then seconded to PlaceShapers. We will confirm the name of the employing organisation at the appointment stage.

To apply for this role please send your CV and a covering letter to Aspire's Human Resources team by e-mail to hrdassistants@aspirehousing.co.uk.

Your covering letter should clearly outline why you are applying for this role and what qualities you believe you will bring to it. Your covering letter should be no more than **750 words**.

The deadline for receipt of applications is 4.00pm on **Friday, 20th April 2018**. First stage interviews will be held **in London on 3rd May 2018**. Please only submit an application if you are able to attend the first stage interviews. A second stage interview will take place later but the date will be agreed with the shortlisted candidates.

If you have any questions about the application process, the Aspire Human Resources team will be happy to help. Please e-mail hrdassistants@aspirehousing.co.uk or telephone 01782 854816.