

ROLE PROFILE

Job Title:	Senior Asset and Development Manager		
Directorate / Group	Stronger & Safer Communities / Housing	Date:	27 June 2025
Career Family Level:	11	Reference:	SBC_11946.
Reports to:	Service Director of Housing & Homelessness		

Purpose:

We are seeking a dynamic and experienced professional to manage our Asset and Development functions in the Housing directorate. As Senior Asset and Development Manager, you will be responsible for our Asset Management Strategy and ongoing Housing Development Programmes. This role will drive the delivery of the Asset Management Strategy 2025–2030.

Continued investment enables the generation of approximately £50m in gross income. The post holder will be responsible for delivering high-quality, efficient, and value-driven housing development and asset management services. Your contributions will bolster the Council's Housing Revenue Account financial sustainability, continue to deliver the Decent Homes Standard for our tenants and actively support the social, environmental, and economic development of our communities.

A key part of the role will be supporting the delivery of regeneration projects within Swindon both on our estates and in other areas of the town. The post holder will ensure the Council's strategic direction and policy on new affordable housing is regularly reviewed and that appropriate research is commissioned to inform the Council of its responsibilities to house those in the greatest need.

The post holder will be the authoritative point of contact for all providers of affordable housing, including Registered Providers, housing developers, consultants to the house building sector, other statutory bodies including the Bath, Swindon and Wiltshire Integrated Care System, as well as for our inhouse Adults and Children's Social Care team's housing development needs.

Importantly the post holder will be the Council's relationship manager with Homes England, as well as the Department of Levelling Up and Communities in relation to the provision of additional affordable housing and asset management. The post holder will be responsible for Strategic Asset Management returns to the Regulator of Social Housing.

You will lead on the key strategic aims of these functions, contributing to the wider related social housing aspects of the priorities set by the Council. Supporting the delivery of the Council's 3 Missions, to Build A

Better, Fairer and Greener Swindon. You will be politically astute, advising and supporting Members of the Council both at Ward and Cabinet level.

You will be an active part of the Housing wider leadership team and Prevention and Communities Directorate, implementing the Swindon Plan, the Housing Improvement Plan, and supporting the delivery of corporate strategies.

Key responsibilities and accountabilities:

The post holder is a member of the wider Housing Senior Leadership Team and Prevention and Communities Directorate; a qualified professional who may deputise for the Head of Housing Technical Services and Service Director of Housing as required.

Key Accountabilities

- Delivery of the Council's Asset Management Strategy 2025–2030, ensuring strategic alignment with housing and corporate objectives.
- Ensure the delivery of high-quality housing-based regeneration within Swindon that reflects Council priorities.
- Year on year programme of asset management initiatives in accordance with Housing Asset Management Strategy.
- Developing and maintaining the Councils' Housing Asset Management Strategy to ensure compliance with the Decent Homes Standard.
- Preparing forward work plans for the investment in the housing stock.
- Preparing portfolio performance data.
- Responsible for overseeing all investment and development programme budgets.
- Providing expert professional advice on housing development and asset management to the Council.
- Leading and developing the Housing Development and Asset Management team, as well as assisting in the development of the wider Housing Management Team.
- Establish strong relationships with Homes England to maximise the amount and the full potential of Affordable Housing Grant in Swindon.
- Apply for and co-ordinate any bids for Government funding for affordable housing and investment grants for the existing housing stock.
- Direct the management of the Empty Homes function for the Council in partnership with other Directorates to ensure the reduction of empty private sector property in Swindon.
- Take a lead role on consultations held with local resident and community groups as well as Ward Members particularly where contentious development sites or sensitive issues are involved.
- Ensure the Town Planning function of the Council is fully informed of the needs for affordable housing. That Planning Officers are advised on applications coming forward that meet the requirement for a proportion to be delivered as affordable housing under the current Planning Guidance and that the Local Plan is updated in respect of changing housing needs and the ability of the housing market to meet these needs.
- Promote low cost home ownership initiatives and ensure access to the variety of products available for interested households.

- Represent the Council at national, regional and sub-regional groups and events as appropriate
- Set out a road map that enables the Service to receive successful external funding bids for development and investment opportunities in the housing stock.
- The post holder is a member of the Housing Management Team, a senior appropriately qualified professional who will deputise for the Head of Housing Commissioning and Strategy as well as the Director of Housing as required.
- To work with all statutory and voluntary agencies as relevant and to represent the Housing Service at Policy Committees, Cabinet and similar forums to give advice on housing and present reports as required.

Supplementary Accountabilities

- Manage formal responses to Members of Parliament, Members of the Council and the public and ensure the replies are sent within the targets set by the Council.
- Lead on the setting and collecting of agreed performance targets, including Government returns and benchmarking.
- Manage all applicable budgets and control expenditure strictly in accordance with delegated authority and the Council's Financial Regulations.
- Recruit, motivate and develop staff within the team to maintain an effective workforce capable of meeting the Council's Vision and behaviours.
- Participate in equality and diversity training, information briefings and events as and when required as part of continuous professional development.
- Promote equality and diversity best practice in all areas of work.
- Ensure that any identified personal training needs are discussed with your immediate Line manager including being appraised in accordance with the Council's Performance Appraisal scheme.
- Undertaking any other duties that can be accommodated within the grading level of the post.

Knowledge & Experience

Candidates must have substantial knowledge and experience in the following areas of business and will be required to provide evidence of this:

- Senior role within a housing organisation.
- Significant experience of managing budgets.
- Deep expertise in their area, in addition to detailed knowledge of policy issues in social housing and developments/emerging trends in the broader social housing and public sector.
- Ability to scan the long-term horizon and understand implications of broader national, regional and local government trends for the service.
- Ability to conduct systematic reviews of the application of risk management policies, procedures, and systems across a unit/department/function and of making evidence-based recommendations on appropriate improvements or amendments.
- A proven commitment to partnership working and engaging service users in service development.
- Significant experience of managing staff in a senior role.
- Strong organisational and political awareness, drawing on experience of working with elected members and interest groups to build consensus and shape services.

- Report writing and presenting reports.
- Significant experience of working with tenant or resident groups.
- Ability to influence and change behaviour, inspiring others to work toward a vision, through effective relationships building across the Directorate and wider organisation, and with external partners.
- Strong influencing skills at all levels.
- Innovative and ability to recognise and develop potential for doing things differently.

Preferred

- Experience of equal opportunity issues.
- Experience of Microsoft packages and operational knowledge of a landlord or asset management information system application.
- Significant experience of involvement with multi agency strategic partnership meetings including Children and Vulnerable Adults.
- Management qualification.

Qualifications

- Professionally qualified with a Level 5 or above Chartered Institute of Housing qualification or technical equivalent.
- Chartered Member of the Institute of Housing or equivalent.
- Current Driving Licence.

Decision Making

- Managing and making decisions on processes and procedures and implementation of policies.
- Management of staff and allocation of workload.
- Recommendations of policy changes to Cabinet Member and Director of Housing.
- Colleague recruitment.
- Changes to working practices.
- Contract management.

Creativity and innovation

- **Service Transformation:** Champions new approaches to improve resident experience, digital inclusion, and service efficiency.
- **Co-production:** Leads innovative ways to involve tenants in service design and delivery.
- **Data-Driven Insight:** Uses data and feedback creatively to shape services and drive performance.
- **Continuous Improvement:** Promotes a learning culture, encouraging staff to challenge 'the way things have always been done'.

Managerial

- **Inspirational Leadership:** Able to motivate, support and develop diverse teams to deliver consistently high performance.
- **Accountability:** Takes ownership for service delivery, performance, risk management and continuous improvement.
- **Financial:** Manage all applicable budgets and control expenditure strictly in accordance with delegated authority and the Council's Financial Regulations.

- **Resilience:** Works effectively under pressure, handling complex situations with calm and professionalism.
- **Emotional Intelligence:** Able to engage sensitively with staff, residents and stakeholders, managing conflict and building trust.

Professional

- Influence at a senior level across the Swindon system; partnering with Integrated Communities, Public Health, Adults and Children's Services, Police, Fire, voluntary agencies, Community Leaders, and local Parishes.
- Act as a catalyst for local leadership; embodying the positive values and behaviours which influence new way of working and a new relationship between community and council.
- Influence statutory sector Senior Executives, Directors, Heads of Service.
- Work alongside Members, MP, Parish Councillors, Clerks.
- Work with wide responsibility across the relevant Borough-wide Strategic Partnerships to improve joint working.
- To represent the Housing team at a strategic level at formal meetings.
- Provide a consultancy service support as an expert as required and ensure the necessary timely and effective procurement of consultancy services where necessary.

Swindon Borough Council – Our Leadership Competencies

- **Corporate Leadership** – Act as an Ambassador for the Council's vision, priorities, pledges and values collectively with colleagues from within the Corporate Leadership Team.
- **Managing Self** – Manage your time, priorities and resources to achieve goals and meet personal learning and development needs.
- **Leading People** – Leading, engaging, developing and motivating employees to perform their best.
- **Leading Change** – Helping others to approach changes at work in a way that seeks to ensure their commitment and enthusiasm is focused on achieving the Council's objectives.
- **Managing Information** – Works in an informed and evidenced based way by making good decisions based on relevant information and data.
- **Maximising Partnerships** – Building effective working relationships and ensuring partnerships are focused on outcomes.
- **Managing Resources** – Achieving objectives through the effective planning and allocation of resources.
- **Managing Activities** – Managing the activities of the team to achieve business priorities within agreed time scales and budgets.
- **Managing Risk** – Actively seeking to identify, escalate and mitigate risks and threats to business continuity and the achievement of the Council's objectives.

<p><u>Context and Dimensions: Job Scope</u></p> <p>Number and types of jobs managed</p> <ul style="list-style-type: none"> TBC (department still being established) <p>Typical tasks supervised/allocated to others</p> <ul style="list-style-type: none"> Delivering and commissioning affordable housing development schemes. Drafting key housing policy statements on affordable housing and asset management Communication plans and public consultations. Operational and strategic management of private empty homes. Day to day commissioning oversight of the Housing Capital Programme, circa 17m pa Delivery of service improvement projects' Monitoring and delivery of an Asset Management Plan. 	<p>Budget Holder: Include whether this is direct budget accountability.</p> <p>Asset Responsibility:</p>	<p>Affordable Housing Capital Programme. HRA Housing Investment Programme Staffing circa £200k.</p> <p>Asset Management of 10,300 council homes In flight development programme (up £30m).</p>
---	--	--

PERSON SPECIFICATION

Qualifications	
Relevant housing or technical qualification (e.g., CIH Level 5, degree-level, or equivalent experience).	Essential
Professional membership (e.g. RICS, CIOB, CIH) or a relevant technical qualification.	Essential
Knowledge and Experience	
Proven experience at a senior level in social housing or local government.	Desirable
Understanding and experience of the housing sector and awareness of the issues currently affecting the sector.	Essential
Strong knowledge of safeguarding law and practice.	Desirable
Experience in working with elected members and external partners.	Desirable
Ability to communicate effectively with a range of stakeholders.	Essential
Strong understanding of diversity, equality and inclusion in service delivery.	Desirable
Aptitudes, Skills and Competencies	
Excellent leadership and people management skills.	Desirable
Passion for the housing sector and service delivery to customers.	Essential

Ability to identify data requirements and interpret data to formulate service delivery strategies.	Essential
Highly developed and confident communication and influencing skills, both written and verbal.	Essential

Other Key Features of the role

- Occasional evening and weekend work may be required.
- This role requires travel across the borough and attendance at partnership and regional meetings.
- The post is politically restricted under the Local Government and Housing Act 1989.

Employee Signature:	Print Name:
Date:	
Line Managers Signature:	Print Name:
Date:	