

Principal Officer – Housing Options

Service Housing Options	Reporting to Head of Housing Options	Location Civic Centre, Swinton	Grade 4a
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About the role

- Assist the Head of Housing Options to effectively manage and deliver a holistic housing options service to people throughout the city
- Contribute to the reduction and prevention of homelessness, social exclusion and vulnerability of households throughout the city
- Undertake the statutory duties and functions in relation to homelessness prevention, homelessness and housing advice, ensuring that all staff act in accordance with the statutory provisions, policy and best practice to deliver a high quality customer focused service
- Provide the day to day management and development of the Housing Options Service
- Develop strong operational and strategic links across agencies involved in supporting people in order to prevent and reduce homelessness, facilitate a return to settled accommodation and enable people to live independently in their communities
- Identify and develop innovative housing and support options and opportunities, including funding sources, to meet client needs across all tenures
- Provide written responses to elected members, MP's and complaints received from service users within agreed deadlines
- Provide support and information to Legal Services in cases of legal challenge, where legal interventions are required and, where necessary, attend court and coroner hearings
- Effectively manage, coach and support staff to deliver a high quality service by a motivated team committed to a client focused approach
- Monitor, review and improve service delivery on a regular basis in relation to agreed performance indicators and any other frameworks or business plans as appropriate
- Implement effective performance management for the team and provide regular support, supervision, appraisal and identify training needs for directly managed staff ensuring a high level of service is provided and targets achieved
- Represent the Housing Options Service on corporate and external groups locally, regionally and nationally

Key outcomes

- Develops and maintains a workforce with the capacity and capability to deliver on the agenda for the service, achieving their maximum potential, and develops a culture that promotes innovation and creativity in service transformation and delivery
- Achieves on set performance indicators identified in the performance framework in relation to homelessness prevention, homelessness relief and length of stay in temporary accommodation, maximizing the achievement positive outcomes
- Sound management and accountability of any homelessness prevention funding, including setting budgets, authorising allocation, maintaining records and production of reports as required

What we need from you

- To model and demonstrate our values and leadership behaviours.
- Able to determine priorities within a complex workload and to set and consistently achieve stretching targets and deadlines
- Able to contribute to the strategic development of the Housing Options Service
- Able to communicate complex, sensitive and/or contentious information using appropriate language and format tailored to a range of audiences
- Ability to analyse, interpret and communicate complex information and legislation and translate these into effective working practices
- Ability to develop strong operational links and strategic links through partnership and team working to achieve joint aims
- Detailed up to date knowledge of external issues, (statutory, regulatory, best practice guidance), relevant to housing and homelessness
- Ability to provide supervision or management support for colleagues, including assisting on performance improvement activities and team training
- Demonstrates a commitment to personal development and continuous learning opportunities, including taking responsibility of that for others
- Strong problem solving, planning and analytical skills
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What we can offer you

Your ongoing professional development and success in your role is important to us, and that is why we provide a variety of learning and development opportunities. Within the sections below you will find development options tailored to you which will enable you to further develop your existing skills and learn new ones at a pace that suits you best. If you are joining us now, your development will form part of ongoing discussions with your manager. If you are an existing employee, you should use your Personal Development Reviews to discuss your development with your manager and create your development journey. It's important you also take full advantage of any informal learning available to you during the course of your work.

Developing your leadership skills

We want to equip our leaders with the knowledge, skills and behaviours outlined in our #LeadingSalford programme. Our aim is to support you to lead highly engaged, motivated teams in today's rapidly changing environment. This will be achieved through a range of bite-size Master Classes designed to help you meet the expectations that we have of our Salford leaders. In addition to the core Master Classes, we also provide accredited leadership programmes which let you build on your experience, learn about emerging approaches, and further develop your leadership practice.

Online learning

Develop your knowledge across a wide range of areas through our Me-Learning platform, with over 200 free courses to choose from. To have the best possible start and comply with current legislation, you must complete the following modules: Welcome to Salford, Health and Safety in the Office, GDPR, Equality Essentials, and Safeguarding Children and Adults. You may also benefit from a variety of courses in categories such as Business Skills, IT and Project Management which are available to learn at your own convenience and pace.

Professional Development

Gain role specific skills and time to learn through a wide range of development opportunities. Learn whilst working and get support towards your qualification through an apprenticeship standard. Access professional development ranging from entry level to master's type qualifications, including achieving a role appropriate qualification. Details can be found on [the Institute of apprenticeships](https://www.instituteforapprenticeships.org/) website.

A digital organisation

Developing your digital skills

Our ambition is to provide our workforce with the right level of digital capabilities needed to be successful. Whatever your current digital abilities are, we can provide development ranging from essential workplace skills to specialist workplace skills. These will be delivered through our Digital Skills Academy using both self-directed and guided learning opportunities to enable you to develop. Additionally, you can access free online courses through the [iDea](#) website.

Sharing your digital skills

Our goal is to support you to share your digital knowledge with other people. Our Digital Eagles programme has been designed to cover basic digital skills and build your confidence to assist others. By the end of this programme, you will join hundreds of staff members who already are digital eagles, and be able to help colleagues, customers, residents, or people in your personal life with all things digital.

Our vision and priorities

Our vision

The council has a vision is to create '**A fairer, greener and healthier Salford**'. To help us achieve this vision we have identified some key priorities to tackle the problems people in Salford are currently facing, [the Great Eight](#).

Salford is beginning a journey of economic transformation, with the mapping out of the city's economic future through key pieces of city council work. We're calling this [The Salford Way](#).

The Great Eight are:

Tackling poverty and inequality.



1

Creating vibrant places and spaces.



2

Tackling the climate emergency.



3

Skills and education (A Learning City).



4

Affordable housing and reducing homelessness.



5

Promoting transport and digital connectivity.



6

Creating an economy for all.



7

Tackling health inequalities and providing the best possible care.



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Our leadership behaviours

As a values-based leader you will:

- Model the values and embed them into the way your team delivers services.
- Hold people accountable for demonstrating the values.
- Respect and care for others, treating everyone fairly, valuing and welcoming diversity, respecting people's identity, listening and acting on the things people say to enable everyone to achieve their full potential.
- Be honest, taking responsibility for your actions and decisions.
- Use resources that you are trusted with wisely.

To lead others, you will:

- Listen to understand, not to defend.
- Give people the freedom to use their initiative.
- Provide opportunities for people to discuss and solve problems and issues – focussed on learning, not blame.
- Regularly provide coaching and support to others to help them achieve their objectives and potential.
- Appreciate and build on people's strengths.
- Motivate, engage, encourage and inspire others in order to be the best they can be.
- Build lasting productive relationships with residents, partners and elected officials.

To lead outcomes, you will:

- Be visible, inject pace, vigour and purpose.
- Expect high standards; mediocrity is not acceptable.
- Take an evidence and whole system approach in making decisions.
- Maximise technology and models to deliver quicker, easier, better services.
- Have a digital mindset, fully utilising digital systems and solutions to deliver services efficiently and effectively.
- Set context and challenging goals that will motivate people to take ownership, maximise performance, and develop.

To build and communicate a vision for the future you will:

- Be optimistic and ambitious for the city and its people, helping others to understand the need to change how we do things.
- Build strong collaborative relationships to find creative ways to make services more sustainable and flexible.
- Recognise and value the strengths of people and places, taking a strengths-based approach to make the most of opportunities.
- Support people through change, in undertaking new things, and taking risks.
- Take a place and whole system approach in designing, delivering, and leading services developing solutions with our partners.
- Ensure inclusion is integral to service delivery and organisational performance and develop a resilient, diverse workforce who reflect the increasing diversity of our city.
- Be optimistic and ambitious for the city and its people, helping others to understand the need to transform public services.

Our organisation's values

We have four values: Pride, Passion, People, Personal responsibility.

[Our four values](#) are central to the way we communicate about the council and the way in which we behave with colleagues, customers, and partners - so that we live and breathe our values each day.

Our values



Pride

Passion

People

Personal responsibility

Application guidance

We are a values-based organisation so reflecting our values or a values-based approach in your evidence will support your application.

The different sections of this role profile are there to give you an understanding of the purpose of the role. The 'what we need from you' section outlines the minimum criteria you will need to meet within your application.

Role details

Completed by: Jane Anderson

Date: 9th December 2022

Job code:

Job score:

Date of evaluation: