

Job role profile

Job title:	Executive Director of Public Impact
Grade:	Executive Director
Directorate:	Public Impact
Reports to:	Chief Executive
Direct reports:	Director of Policy, Head of Communications and Marketing, Head of External Affairs, Head of Media, PA
Location:	London/ hybrid with extensive travel

Purpose of the job role

The NHF is the voice of housing associations in England. We are the trade body to almost 600 housing associations, who have grown from philanthropic roots to provide 2.6 million homes to around 6 million people.

As a member of Leadership Team you will work with the board to provide corporate leadership and development of the Federation as a whole. You will lead the development of our business strategy – engaging with members, the board and staff - and help set the tone for the whole organisation.

The Public Impact Directorate works to influence the external environment to create the conditions for our members to flourish, supporting and promoting the work that housing associations do and campaigning for better homes and communities.

As a highly visible leader, you will lead that work by setting the direction of the Public Impact teams. You will work extensively with members, Government departments and key stakeholders to build the case for the value of housing associations, leading by example to encourage an organisational culture which encourages people to give their best.

Key responsibilities and duties

Strategic

- You will play a crucial and leading role in the delivery of our mission: to support and promote the work that housing associations do and to campaign and lobby for better housing and neighbourhoods. By doing this you will help to build a strong and credible external profile for the Federation.
- You will be a member of the Federation's Leadership Team and attend Board meetings, making a positive contribution to and impact on the work and dynamics of the senior team.
- You will represent the Federation at senior levels externally and will offer direction and advice on key issues, events and opportunities. Being highly politically astute you will be able to identify future social policy issues and negotiate innovative and creative solutions based on sound analysis.
- You will lead the development and delivery of the NHF's five-year business strategy ensuring member, board, stakeholder and staff buy-in and support. You will oversee ongoing monitoring of progress against the overall strategy.

Management

- You will provide leadership so that Public Impact has the structures and people to deliver its strategic targets, through team working, co creating with members and partnership working.
- You will balance competing and complex interests to define and convey a direction that is clear and understood by a variety of internal and external audiences. And you will work closely with members to define and clarify the work we do and why we do it, putting members at the heart of all our work.
- Through the line management of your direct reports and through your own management skills you will be responsible for motivating staff and facilitating exceptional performance. You will support your staff in effective decision making in pursuit of the overall business strategy and you will ensure that you and all of your managers implement and demonstrate our culture and values.
- We are committed to ensuring that all of our staff can realise their full potential at work. You have a key role to play in delivering that promise.

Operational

- As our lead on Public Impact, you will understand, interpret and influence the external environment for housing associations and provide strategic analysis of existing opportunities for and threats to their future success.
- You will be highly visible in articulating the housing association offer and personally promote the work of the Federation and the housing association

sector to government and the wider public. You will be a confident public speaker and media spokesperson, representing the Federation across national media and at select committees hearings.

- You will be responsible for ensuring that your teams deliver successfully to the business strategy and create real impact for our members.

Commitment to equality diversity and inclusion

Equality, diversity and inclusion (EDI) are core values at the NHF, and all employees are expected to demonstrate their commitment in line with our EDI strategy [Who we are](#). We are passionate about building and sustaining an inclusive and equitable working and learning environment for all staff. We believe every member on our team enriches our diversity by exposing us to a broad range of ways to understand and engage with others, identify challenges, and to discover, design and deliver solutions.

Health and safety

All staff at the NHF are responsible for strict compliance with our health and safety policies and procedures. All employees are responsible for highlighting concerns regarding health and safety so that suitable action can be taken to rectify the situation.

Person specification

Job requirements	Essential criteria	Desirable criteria
Skills and experience:	• Significant leadership and management experience as part of senior leadership team. • In-depth understanding of the political environment and how this impacts on housing. • Proven track record of developing relationships with Government and associated bodies at a senior level.	• Experience of working in a membership organisation / trade body. • Experience of giving evidence at select committee hearings.

	• Understanding of policy development and how it can be supported by research to influence and change the operating environment for housing associations. • Experience in developing successful organisational strategies and translating those strategies into actionable plans to deliver results. • Confident media spokesperson with experience of giving high profile interviews. • Proven track record of delivering high performance through management, coaching and driving culture change. • Ability to manage budgets effectively and deliver value for money.	
Additional requirements of the job role:	The ability to work flexibly to meet the requirements of the job role.	