

Appointment for Executive Director of Public Impact

**NATIONAL
HOUSING
FEDERATION**



Welcome

We are the voice of England's housing associations.

Our housing association members provide homes for around six million people, and are driven by a social purpose: providing good quality homes that people can afford.

After years of campaigning, the government's recent Spending Review delivered a transformational package of funding for social housing. It will enable us to deliver the biggest social housebuilding programme since the post-war period and to better protect our existing social homes.

It couldn't be a more exciting time to join our organisation.

Over the coming years we'll be a key partner in helping the government achieve its housebuilding targets, delivering long-term benefits to residents and communities.

We also have exciting plans to boost the public's understanding of our sector and ensure that housing associations are seen as an employer of choice.

If you have the qualities we're looking for, and you believe in the importance of social housing, we would love to hear from you.

Kate Henderson

Chief Executive, National Housing Federation



Who we are

We are the trade body for housing associations - not-for-profit social landlords that reinvest all surpluses back into building affordable homes and supporting local communities.

Housing associations build a quarter of all new homes, including three-quarters of new affordable homes.

They also invest significantly in existing homes, including £10bn in 2024/25 to drive up standards and ensure every resident has a safe, decent home.

And they provide three-quarters of all supported housing, which provides housing and tailored support for a range of groups, including Armed Forces veterans, hospital leavers, and older people with care and support needs.

We're proud to represent these fantastic organisations.



What we do

We shape national policy and create an environment where housing associations can deliver their social purpose by:

- Representing the views of our sector to the government and key decisionmakers.
- Understanding and engaging in the wider policy agenda.
- Building an understanding of – and support for – housing associations.

And we enable collaboration and share insight across the social housing sector by:

- Defining and promoting the common values and vision of the sector.
- Supporting our members to collaborate and take collective action.
- Developing and sharing expert insight and analysis.

Our work, outlined in our business strategy 2025-30, is focused on enabling housing associations to deliver three key ambitions:

- Deliver long-term benefits to residents and communities through good quality homes and services.
- Build more homes that are affordable, safe and decent, which drive growth and help to end the housing crisis.
- Strengthen and deepen partnerships in every part of the country and be an employer of choice.



This role

Job title

Executive Director of Public Impact

Reports to

Chief Executive

Direct reports

- Director of Policy and Research
- Head of Communications and Marketing
- Head of External Affairs
- Head of Media
- Personal Assistant

Location

London/hybrid with extensive travel

As a member of Leadership Team you will work with the board to provide corporate leadership and development of the NHF 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 NHF.
- Be a member of the NHF's Leadership Team and attend Board meetings, making a positive contribution to and impact on the work and dynamics of the senior team.
- Represent the NHF 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.
- Lead the development and delivery of the NHF's five-year business strategy ensuring member, board, stakeholder and staff buy-in and support.
- 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.
- Balance competing and complex interests to define and convey a direction that is clear and understood by a variety of internal and external audiences.
- 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.
- Be responsible for motivating staff and facilitating exceptional performance, through the line management of your direct reports and through your own management skills.
- 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.

Key responsibilities and duties

Operational

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.
- Be highly visible in articulating the housing association offer and personally promote the work of the NHF and the housing association sector to government and the wider public.
- Be a confident public speaker and media spokesperson, representing the NHF across national media and at select committees hearings.
- 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.

Find out more: www.housing.org.uk/about-us/transparency/who-we-are/our-action-plan/

The skills and experience we need

- 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.
- 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.
- Ability to work flexibly to meet the requirements of the job role.
- Experience of giving evidence at select committee hearings (desirable).
- Experience of working in a membership organisation/trade body (desirable).



Salary and benefits

Salary

£118,750 per annum

Contract

Permanent

Hours

35 per week

Annual leave

27 days plus 3 closure days over the Christmas and New Year period.

Other benefits including private medical insurance, pension scheme and flexible working are listed on our website:

www.housing.org.uk/about-us/join-our-team/employee-benefits-and-rewards



How to apply

Candidates wishing to apply for this role should submit their application through the National Housing Federation website:

[National Housing Federation | Jobs | Search here for your perfect career - Jobs Page](#)

Please click the 'apply' button and follow the instructions to upload your CV and a cover letter in support of your application.

The closing date for applications is Monday 31 August 2026.

First interviews: 17 and 18 September 2026

Second interviews: 1 October 2026

