

Regional Director - Property (East)

Reports to: Chief Risk Officer

The part I play at Bromford Flagship LiveWest to enable people to thrive is:

As Regional Director Property (East), the part I play is as a senior enterprise leader, responsible for the delivery of high-performing performance, sustainable outcomes for customers and communities, and the long-term value of Bromford Flagship LiveWest's property portfolio across the East region.

As a member of the senior leadership community, I will provide strategic regional leadership, with accountability for asset performance, repairs and maintenance delivery, customer outcomes, regulatory compliance, colleague performance and regional financial performance. Further to this, I will partner with the regional Customer and Development Directors to deliver high standards of performance and customer excellence across the region.

I will balance commercial discipline with social purpose, ensuring investment decisions drive both long-term organisational value and improved outcomes for customers and communities.

As a leader:

- I think and act as an enterprise leader, balancing regional priorities with organisational goals.
- I create clarity, direction and purpose for colleagues through periods of transformation and growth.
- I lead with a strong customer and community focus while maintaining commercial discipline.
- I build trusted relationships across the Executive team, regional leadership teams, partners and stakeholders.
- I demonstrate courage, accountability and sound judgement when making complex strategic decisions.
- I champion Bromford Flagship LiveWest's values and role-model the behaviours expected of senior leaders.

My essential skills and experience include:

- Degree-level qualification or equivalent professional experience in Housing, Property, Surveying, Construction, Asset Management, Engineering, Business Management or a related discipline.
- Extensive senior leadership experience within social housing, property, asset management, construction, infrastructure or a similarly regulated environment.
- Proven track record of leading large-scale operational teams and delivering high-performing customer-focused services.
- Demonstrable experience of owning and managing significant operational and capital budgets, with accountability for financial performance, efficiency and value for money.
- Strong commercial acumen with the ability to balance customer outcomes, operational priorities and financial sustainability.
- Significant experience developing and delivering asset management, investment and repairs strategies across large and complex property portfolios.

- Proven success in leading organisational transformation, service redesign and continuous improvement programmes.
- Strong understanding of asset optimisation, portfolio performance, investment planning and lifecycle asset management.
- Experience of managing strategic supplier and contractor relationships to achieve service, quality and value objectives.
- Strong knowledge of the regulatory environment within housing, including consumer standards, building safety, health and safety and compliance requirements.
- Ability to interpret complex performance, financial and asset data and convert insights into strategic business decisions.
- Highly developed stakeholder management and influencing skills, with experience of working at Executive, Board and external partnership level.
- Experience of leading through change, building organisational capability and creating high-performing inclusive cultures.
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- Experience of leading through change, building organisational capability and creating high-performing inclusive cultures.
- Evidence of continuous professional development and enterprise leadership capability.
- Full UK driving licence and ability to travel across the East region (Norfolk, Suffolk and parts of Peterborough and Cambridgeshire) and occasional travel across BFL as required.

Key Accountabilities:

Regional business leadership:

- Lead the property portfolio in the East region as a strategic business unit, delivering against agreed corporate objectives, performance targets and customer outcomes.
- Collaborate and partner with the Regional Director Customer, and other Directors, in delivering the BFL strategy in your region as a member of the wider senior leadership team.
- Ensure regional priorities align with BFL's long-term ambitions around growth, sustainability, customer excellence and operational efficiency.
- Build a high-performing leadership culture that drives accountability, innovation and continuous improvement.
- Partner with Regional Places and Locality teams to drive service excellence, creating thriving communities, outstanding customer experiences and sustainable local impact.

Asset portfolio strategy and performance:

- Own the performance and stewardship of the regional housing asset portfolio, ensuring assets remain safe, sustainable and financially viable.
- Develop and deliver the Regional Asset Management Plan and Investment Plan.
- Drive evidence-based investment decisions through asset intelligence, stock condition insights and performance data.
- Ensure asset investment programmes support the organisation's sustainability, decarbonisation and net-zero ambitions.

Repairs and maintenance delivery:

- Hold executive accountability for responsive repairs, empty homes, planned maintenance, cyclical programmes, major works and contractor performance across the region.
- Deliver a high-performing repairs service that balances customer satisfaction, efficiency, quality and value for money.
- Ensure the successful execution of annual and long-term repairs delivery plans.
- Drive service transformation to improve productivity, first-time fix rates, customer experience and operational performance.

Financial and commercial accountability:

- Hold accountability for the regional property operating budget and capital investment programme, managing expenditure worth many millions of pounds annually.
- Own the regional Property P&L, ensuring effective management of costs, investment returns, efficiency targets and financial performance.
- Deliver agreed financial outcomes whilst balancing customer needs, asset sustainability and organisational priorities.
- Identify opportunities to improve commercial performance, optimise resource allocation and maximise return on investment.
- Contribute to long-term financial planning and business planning processes, shaping future investment priorities and expenditure requirements.

Customer and Community Outcomes:

- Ensure customers receive a consistently excellent property service and that customer insight directly shapes investment and service decisions.
- Drive improved customer satisfaction, trust and engagement across the region.
- Ensure property services contribute to thriving communities, place-based outcomes and the wider social purpose of Bromford Flagship LiveWest.

Compliance, Building Safety and Risk:

- Maintain oversight of all property compliance obligations within the region.
- Ensure full compliance with statutory, regulatory and building safety requirements.
- Lead risk management and assurance activities across property operations in line with our risk appetite.
- work with regional development director ensuring homes built or secured align with specification and quality expectations
- Provide assurance to the Executive Team and Board regarding asset performance, safety compliance and operational controls.
- Foster a culture of robust governance.

Leadership and Organisational Capability:

- Lead and develop senior property leaders and their teams (circa 500 colleagues) across the East region.
- Create a culture focused on performance, accountability, inclusion and customer excellence.
- Build organisational capability and succession pipelines to support future growth and transformation.
- Act as a visible leader across Bromford Flagship LiveWest championing organisational values and driving cultural integration.

Success Measures:

- Regional Property P&L performance.
- Delivery of the Regional Asset Management Plan.
- Delivery of the Regional Repairs and Maintenance Plan.
- Customer satisfaction and service performance.
- Asset value and portfolio optimisation.
- Building safety and statutory compliance performance.
- Capital programme delivery.
- Value for money and efficiency targets.
- Colleague engagement and leadership effectiveness.
- Contribution to corporate objectives and enterprise-wide transformation.