



CHIEF EXECUTIVE

Salary:	£107,863 (Band A)
Responsible to:	Board of SFHA, via the Chair
Type of Position:	Full time

Job Overview

As Chief Executive you will provide inspirational strategic and operational leadership to Scottish Federation of Housing Associations (SFHA). You will work collaboratively with the Board and Senior Leadership Team (SLT) to lead significant growth, viability and performance, supporting the development of the vision and strategic principles. As the national voice for Scottish Housing Associations and Co-operatives, the Chief Executive is the key ambassador for the sector, ensuring that Members are effectively represented, and that there is recognition of SFHA's impact and influence on housing policy.

You will bring an entrepreneurial approach to growth, seeking new opportunities and forging new strategic partnerships to support agile growth nationally, whilst also nurturing our existing deeply committed stakeholders. The Chief Executive serves as the key ambassador for the sector, ensuring that Members are effectively represented and that SFHA's impact and influence on housing policy is widely recognised.

These include but are not limited to:

SFHA Board; Executive Team; and wider people teams; the Media;

Members; and Member forums, including partners in other federations in UK and Europe;

Scottish Government; UK Government; Scottish, UK and European Parliaments; Local Government and Health and Social Care; the Scottish Housing Regulator; investors and funders; third sector partners; other influencing bodies including tenants;

Role Outline

Collaborate with partners and stakeholders to ensure alignment and successful execution of projects. The Chief Executive serves as the key ambassador for the sector, ensuring that Members are effectively represented and that SFHA's impact and influence on housing policy is widely recognised.



Sector leadership

- In conjunction with the Board provide the vision for SFHA's role across the Scottish housing landscape.
- Promote and campaign for the SFHA on behalf of Social Housing Sector in Scotland.
- Ensure that SFHA plays a leading role in the national policy debate on housing and all related areas, including the environment, the economy, social justice health, and others.
- Build and maintain strong relationships with all SFHA Members, particularly at CEO level, ensuring that SFHA is listening, responding and anticipating member needs and views
- Build relationships of mutual trust, respect and confidence with organisational partners and stakeholders, ensuring that SFHA is pro-active and responsive to the external environment.
- Maintain and develop effective professional networks that will further the interests of SFHA, so that it is viewed as an influential and reliable partner.
- Represent SFHA, acting as an ambassador to enhance recognition as the pre-eminent representative of housing providers and their work.

Organisational leadership

- Lead the development of the SFHA Strategic Plan.
- Work within the Strategic Plan to ensure appropriate objectives, plans and targets are cascaded through the business.
- Lead by example, adopting a leadership style which inspires, empowers and develops staff to fulfil their potential and deliver high levels of performance.
- Maintain a climate where diversity is valued and championed.
- Create a learning environment, one that encourages creativity and fosters innovation.

Performance

- Lead a strong, distinctive performance culture, with a commitment to service excellence for Members.
- Create a range of innovative services, events, products and platforms for Members, enhancing value and quality.
- Ensure that Members needs are anticipated, well understood and responded to.
- Create innovative business development and commercial opportunities that further SFHA's goals and commitments.
- Champion a culture of celebrating success so that Members can see SFHA's impact and on-going value.



Governance

- Ensure effective systems of robust governance, risk management and financial management are in place and regularly reviewed.
- Ensure the SFHA complies with all applicable legal and regulatory requirements and appropriate best practice.
- Co-ordinate services to the Board and Committees to support the commitment to good governance, ensuring they receive accurate and timely information.
- Develop positive relationships between the Board and Executive Team, with open and transparent dialogue within and outside of Board meetings.
- Fulfil the duties as Company Secretary of SFHA.
- Advise the Board on strategic and policy development in response to the external environment.

While these are the main areas of responsibility, no leadership role profile can cover every eventuality. As such the postholder is expected to offer flexibility as may reasonably be required

Person Specification

Qualifications, knowledge and experience

- Educated to degree level and / or significant relevant work experience.
- Knowledge of or ability to quickly gain an understanding of the regulatory and policy issues which impact on social housing providers.
- Experience of positive influencing a policy agenda, ideally in a political arena.
- A track record of leadership, experience of operating at executive level and working with a Board.
- Experience of successfully leading and managing people, developing successful and cohesive teams.
- Experience of financial management, with business acumen.
- Experience of overseeing campaigns, brand promotion and marketing.
- Understanding of the expectations of Members in a Member representative organisation.
- A track record of acting with integrity and accountability.
- A motivational leader, who coaches and inspires service excellence.
- A high level of interpersonal, communication (verbal and written), influencing and negotiating skills.
- Experience of and expertise in public speaking, inspiring audiences and influencing change



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- Able to work intuitively with a wide range of stakeholders, creating alliances and securing buy-in.
 - Can operate effectively and rationally in a highly-politicised environment.
 - Assesses risk and promotes risk awareness, without being risk averse.
 - Able to translate strategy into short-, medium- and long-term plans.
 - Ability to identify, explore and initiate new business opportunities and innovation.
 - A self-starter, with a positive outlook, drive and resilience.
 - Proactively demonstrates a strong commitment to equality and diversity.
 - Champion the rights of society that everyone should have access to a warm, safe and affordable home.
 - Exercises good judgement, confident in own knowledge, able to give advice to others and be accountable for that advice.
 - IT literate and willing to champion the use of digital and AI technology.
 - Able to travel frequently, and willingness to work flexibly given the seniority of role.