



# ClwydAlyn



**Head of Culture &  
Communications**  
RECRUITMENT PACK





# About ClwydAlyn



ClwydAlyn was formed in 1978 as a non-charitable Registered Social Landlord and now manages over 6,500 homes and employs 760 staff. We deliver a range of housing management related services, which includes care and supported housing, development, and repair and maintenance services across North Wales (Denbighshire, Flintshire, Conwy, Wrexham, Powys, Gwynedd and the Isle of Anglesey).



Our homes and services include social family housing and single person accommodation, supported living accommodation and specialist care and nursing services, low-cost home ownership, leasehold management services and intermediate and market rented housing. The Group's turnover is £64m.

We are an ambitious Housing Association and very driven by our values and mission. We believe that it is wrong that there is still so much inequality and poverty across our region, and we know that this impacts every aspect of people's lives. We took a strong position to end evictions four years ago and we use our money and influence to do all we can to support those experiencing poverty and to champion for change across our country.





**NO POVERTY.** Imagine how different Wales would be if we had no poverty. Everyone having access to high quality, affordable housing. Able to afford to heat their home properly and afford the food they need to stay healthy. It might sound far-fetched, but at ClwydAlyn we don't think so.

We believe that we can and should aim to make this a reality for as many people as possible.

Our mission is ambitious, but by working together with external partners, we believe that we can tackle poverty. The current cost of living pressures following on the heels of two years of pandemic, means the stresses and strains faced by everyone are becoming harder to deal with. We have a clear responsibility to our residents and staff to support them through these difficult times. Our mission is more important than ever.

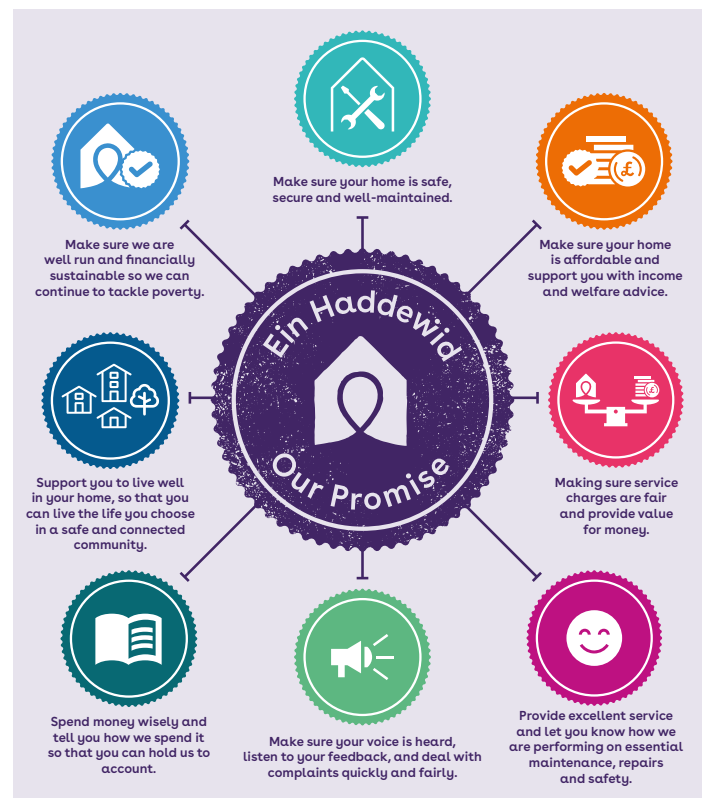
We're so much more than a social housing provider. We make a significant contribution to the North Wales economy both as an employer and as an investor, using as many local companies as possible and maximising the social value of every pound we spend.

The pace of change within the housing sector presents both significant opportunities and challenges. We're an agile organisation that pro-actively adapts to change. We challenge thinking and we're bold and open with our conversations. We are creative and imaginative in overcoming new challenges, finding and maximising new opportunities in our mission to beat poverty, whilst also delivering excellent services for our residents.

Our strategy is underpinned by strong financial leadership and management, delivering agreed annual surpluses to invest in our homes and services. We meet our financial covenants, and we deliver value for money.

## Our Promise:

We believe having a safe, high-quality home really matters and a home should be more than just four walls and a roof. Our resident charter sets out our commitment to deliver excellent services to our residents and Our Promise was created in collaboration with our residents.







- Our corporate plan sets out a number of priorities including 'ClwydAlyn is an Employer of Choice' and 'Our Staff are less likely to suffer poverty through our actions'.
- We have a workforce of 760 staff. Our workforce profile is 68% female and 32% male and our Board composition is 69% female 31% male.
- We use our Pulse Survey as a measure of the impact our cultural change is having on our staff.

## Our last survey showed that:

**91%**

of staff would recommend ClwydAlyn as an employer

**79%**

of staff trust ClwydAlyn as an employer

**88%**

feel well supported by their manager with a mental health condition

## Our people and values



Our values of Trust, Hope and Kindness drive everything we do.

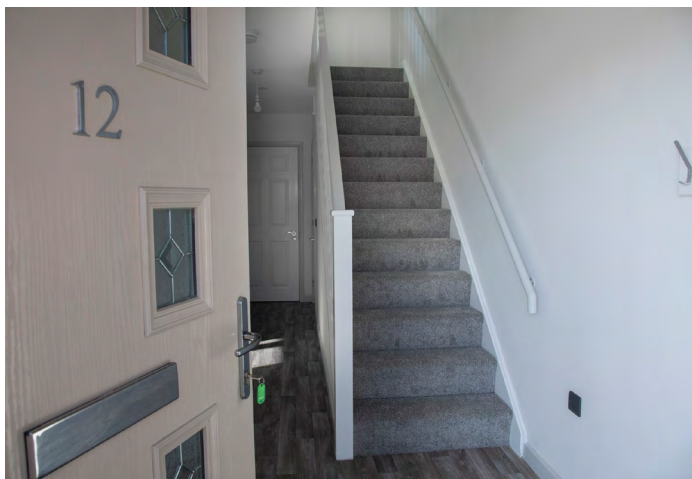


- We have focused on providing an increased ability to work flexibly across the business, 63% of staff say they can work flexibly and 95% state this has had a positive impact on their mental health and wellbeing.
- We are investing in an additional 40 new roles during 24/25 to support our growth including new trainee and pathway roles.
- Our new Leadership Development Programme is underway with the first two cohorts up and running.
- We have a number of interventions in place to help addressing in work poverty; we are taking stock to see if there is any further support we can offer in respect of financial wellbeing including support for food and fuel poverty.



# Our Homes

Our longer-term development plans are ambitious and underpinned by our Growth Strategy. Over the next 5 years, we expect to complete a further 1,343 homes giving a total of 2,204 homes since the development programme was expanded in 2017/18 by utilising our Bond. By the end of 2024/25, our portfolio will have reached over 7,000 homes, including social and affordable rented homes, affordable home ownership, and other housing tenures where it benefits the business and meets our values. We are recognised as one of the UK's leading developers of sustainable homes.




**3rd** in the UK  
for building  
sustainable  
homes (EPCA)

*Inside Housing's top 50 Biggest Builder's survey 2023.*

  
**91%**

of residents feel  
safe and secure  
in their home

  
**86%**

of residents are  
satisfied with  
the quality of  
their home

*2022/23 Tenant and Resident Satisfaction Surveys (STAR)*



Providing social value is key to what we do. We want to make sure that every pound is spent as effectively as possible so we can have a bigger impact on our communities.

Our new social value strategy takes a proactive approach to ensuring social value is embedded across the organisation and sits at the heart of our procurement plans.

## Our social value framework focuses on our four poverty priorities:

### Our poverty priorities for residents



### Social Value Scope

Activities and services that go above and beyond to deliver social value outcomes that contribute to our poverty priorities and mission to beat poverty.



# Meet the team



**ClwydAlyn** is led by a Board and Executive Team with a wide range of experience in relevant fields, who are responsible for leading the strategic direction and development of the Group.

Further details about our Executive Team and Board can be found on our website.

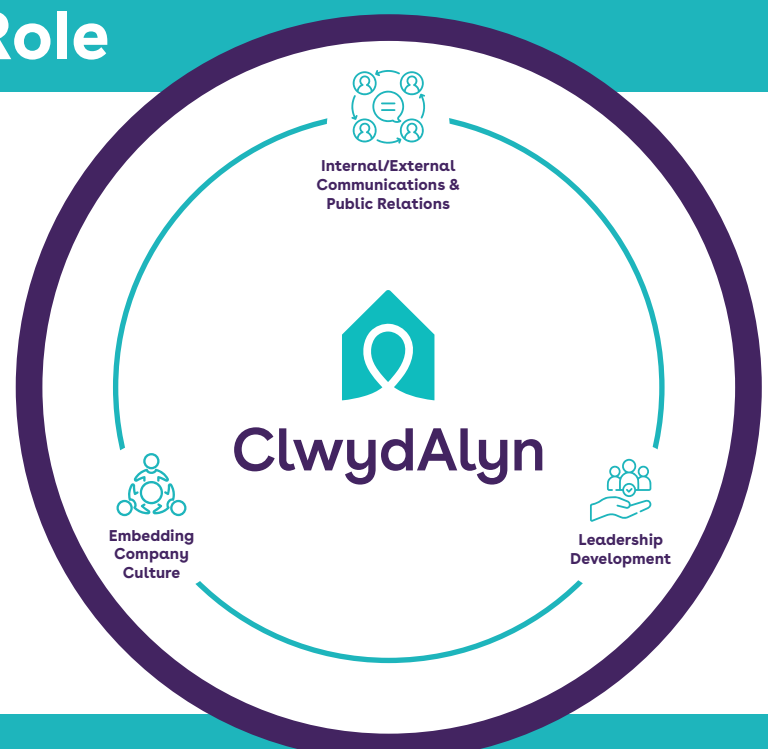
[clwydalyn.co.uk/the-board-and-management-team/](https://clwydalyn.co.uk/the-board-and-management-team/)

Our Culture and Communications team have a breadth of experience across Leadership Development, Resident Engagement, Internal and External Communications and PR. The role will work closely with the Head of People and our Wellbeing and Inclusion Specialists creating one virtual team.



## Understanding the Role

**The Head of Culture and Communications is a senior leadership role responsible for overseeing all aspects of;**



## Purpose

**As our Head of Culture and Communications, you will be accountable for embedding our cultural change; further developing our approach to resident engagement and leading our internal and external communications. You will understand our diverse business needs ensuring they are translated into opportunities that improve our communication and engagement whilst driving measurable organisational change.**

## Key Responsibilities

- Work with the Executive team and Programme team driving interventions to achieve cultural change across the organisation creating an environment where Trust, Kindness and Hope embody the way we do things.
- Embed our leadership programme to develop our current and aspiring managers so they have clear expectations regarding their role and the skills and ability to perform to the expected standards.
- Strategic lead for talent management and succession planning across the organisation, working with the Recruitment and Talent Specialist to fully embed talent management and succession planning practices across the organisation.
- Lead our communications and marketing team; owning a program of work that will deliver the communications and marketing strategy, keeping informed of business activities that could impact the delivery of the strategy; whilst proactively responding to business needs.
- Continue raising the profile of our business through a variety of channels; taking advantage of media and speaking opportunities, enabling us to deliver our key messages about the services we provide to fulfil our mission 'together to beat poverty' and how, through our people, we improve the lives of our residents.
- Work with the Executive team to ensure we have clear roles and responsibilities across the organisation, challenging silo thinking ensuring our residents and staff are at the heart of everything we do.
- Build a clear picture of current and future skill requirements. Working with managers, the Head of People and external partners to agree priorities, build and deliver plans to ensure ClwydAlyn has the skills and knowledge to achieve its business goals and targets.
- Strategic lead for our Welsh Language Plan.
- Measure the impact of the strategy and evolve it in-line with the development of our business and new strategic objectives.
- Lead and be an advocate in campaigns to raise the profile of the housing sector alongside sector bodies and other key influencers and at a Welsh Government level.
- Lead on crisis communications management and ensure the business is always positioned to positively respond to incidents that could cause reputational harm.

## Skills, competencies and values

- Coach, motivate, encourage, and support the team to contribute to the organisation using their skills, knowledge, and experience to maximum effectiveness.
- Ability to think strategically, 'join the dots' and develop solutions with pace and energy.
- As a key member of the Senior Leadership Team you will be collaborative in style; encouraging others to contribute and feel valued and engaged.
- Lives and leads our values of trust, hope and kindness.
- Motivates people to take ownership and make their own decisions.
- Is prepared to have bold conversations with empathy, diplomacy, and tenacity.
- Has a clear understanding of staff feelings and needs ensuring interventions are meaningful.
- Demonstrates a belief in and is an advocate for our mission to end poverty.
- Commitment to our vision, values, and purpose.
- Commitment to our staff and tenants, ensuring they are at the heart of everything we do.
- Respect diversity, inclusion, and value the contribution difference brings.
- Commitment to our Leadership Development programme.



# Why work for us?



## **Salary**

Salary of up to £57k – 64k depending on skills and experience.

## **Annual leave**

We offer 30 days plus bank holidays. Additional flexibility to buy and sell up to 5 days annual leave (pro rata).

## **Health benefits**

We offer a range of health-related benefits including a Cycle to Work scheme, Eye Care scheme and confidential counselling service to all staff.

## **Families are important**

We offer 4 months full pay and 5 months half pay when on maternity, adoption and shared parental leave.

## **Pension**

Defined Contribution pension scheme with matched contributions (up to 8%) and death in service benefit 3 times your salary.

## **Enhanced sickness pay**

Enhanced sickness pay after 1 years service rising to a maximum of 3 months full pay, 3 months half pay.

## **Financial wellbeing and support**

We offer a range of support including access to savings and loans through a credit union, access to support from our in-house Welfare and Money Advice Team and access to free lunch for all staff.

## **Dedicated Wellbeing support**

We know that fostering high levels of wellbeing is good for people, the organisation and the communities we work within. We are committed to creating positive, flexible working environments where individuals and communities can thrive. We have a dedicated workplace Wellbeing Team and we provide a wide range of support and wellbeing related benefits to support good mental, physical and social wellbeing.

## **Trauma informed**

We have committed to becoming a Trauma and Adverse Childhood Experience (TrACE) Informed organisation. Becoming TrACE informed will not only benefit the lived experiences for our residents and service users, but will support staff wellbeing, inclusivity and how we embrace 'Living and Leading our Values'.

## **Learning and Development**

Investing in the personal development of staff to reach their potential is our priority. Through our Leadership Development programme, formal training, on the job learning, coaching and mentoring, we provide a learning environment that is supportive for each person to build skills that will help them be great in their job today but also enable them to grow a career with us for the future.

# The Process

- **Application Closing Date** - 5pm on 8th April
- **Longlist Confirmation** - 11th April
- **'Getting to Know You' meetings** - Thursday 18th
- **Final interviews** - Thursday 9th May

## You can apply in a number of ways:

### The more traditional approach

Send an up-to-date CV which shows your full career history and a statement explaining why you are interested in this role and the skills and experience you can bring to the role.

### Send us a short film

Maximum 3 minutes explaining why you are interested in this role and the skills and experience you can bring with a short accompanying letter/email.

Please send your CV or short film/letter to Hein Longden:  
[Hien.Longden@clwydalyn.co.uk](mailto:Hien.Longden@clwydalyn.co.uk)

If you would like an informal discussion about the role before applying, please contact:  
[Elaine.Gilbert@clwydalyn.co.uk](mailto:Elaine.Gilbert@clwydalyn.co.uk)

Applications must be received by the  
8th April 2024



# ClwydAlyn

@ClwydAlyn



[clwydalyn.co.uk](https://clwydalyn.co.uk)

**Ffôn/Tel:** 0800 1835757

**Ebost/Email:** [help@clwydalyn.co.uk](mailto:help@clwydalyn.co.uk)