

Job profile

Job title: Area Housing Manager	Responsible to: Housing Services Manager
Salary grade: K Up to £46,907 per annum	Contracted Hours: 37 Hours (Full Time)
Responsible for: Housing Officers Housing Coordinator	Behaviour level: 2 – Managers

Purpose of the job:

As an Area Housing Manager, you are responsible for overseeing all aspects of the housing service within your area. You will provide visible leadership across a defined patch, ensuring neighbourhoods feel safe, well managed, and places where people want to live.

You will drive performance and service improvements, strengthen partnerships and ensure practice is compliant and resident-focused, whilst providing hands-on support and oversight into complex and higher-risk cases, including higher-level rent arrears management.

This is a supportive and hands-on leadership role that will promote community-based working and is crucial in creating a resident-focused environment.

Key accountabilities:

1. Provide day-to-day leadership and oversight to Housing Officers and Housing Assistants within your area, acting as a visible and approachable leader, sharing housing management experience and best practice.
2. Work with and support the Director of Housing & Insight and Housing Services Manager by contributing to a positive, high-performing and collaborative team culture.
3. Lead the effective management of neighbourhood and tenancy management services within your area, ensuring customers are engaged and the team's case management and KPI targets are met.

4. Lead effective management of income collection and arrears recovery within your area, ensure performance is regularly reviewed and KPI targets are met, taking responsibility for higher-level rent arrears cases.
5. Drive performance in key areas such as rental income collection, allocations and lettings, anti-social behaviour (ASB) management, tenancy audits, and estate standards.
6. Manage and support complex housing management cases, including ASB, safeguarding, supporting vulnerability cases and tenancy enforcement.
7. To act as one of SLH's Safeguarding Leads for Safeguarding vulnerable adults and children and lead the safeguarding review meetings.
8. Coordinate specialist advice on shared ownership and leasehold management cases within your area, ensuring accurate, timely and customer-focused responses.
9. Ensure estate management risks within your areas are identified early, managed effectively and escalated appropriately. Oversee estate and contractor inspections within your area.
10. Monitor and support performance across patches, ensuring standards are applied consistently. Work with colleagues to address performance issues, unblock barriers and improve outcomes for residents.
11. Use insight from complaints, resident feedback and operational data to inform improvements to service delivery. Support the implementation of service improvements and new ways of working, ensuring changes are embedded into day-to-day operations.
12. Build and maintain strong relationships with key partners, including local authorities, support agencies, police and voluntary sector organisations. Represent the organisation positively in partnership forums, contributing housing management insight and operational expertise.
13. Work closely with colleagues across the organisation (including assets, repairs, customer services and transformation teams) to deliver joined-up services for residents.

14. Ensure housing management activity within your area reflects good practice, current legislation and regulatory expectations and contribute to policy development, procedure reviews and service standards, drawing on frontline experience.
15. To support the preparation of performance reports and champion and contribute towards service reviews, audits, and scrutiny activity.
16. To support the management of the housing management budget ensuring that value for money is achieved in all circumstances through the monitoring and control of expenditure. To agree levels of authority and implement audit requirements.
17. Be a visible, approachable housing professional who is willing to share experience, coach others, and support problem solving, and promote a positive, can-do culture within the housing service, encouraging ownership, learning, and continuous improvement. Step in to support patch delivery when required, particularly during periods of pressure or change.
18. To be a proactive member of the SLH team; continually seeking to improve outcomes and develop your own skills and the performance of the team. You will seek to improve processes and ensure value for money.
19. To ensure that Health, Wellbeing and Safety policies and procedures are embedded and adhered to, to deliver effective and safe services and operations.
20. To promote Equality, Diversity and Inclusion and ensure you and colleagues work in accordance with the legislative and regulatory requirements at all times.
21. To ensure that SLH data is collected, safely and appropriately managed, reported accurately and produced in a timely fashion to aid sound decision making and that appropriate procedures, systems and processes are in place to ensure data quality and security.

Person specification

Job title Area Housing Manager		
Criteria	Essential / Desirable	Method of Assessment
Qualifications		
Educated to degree or equivalent level	D	AF
CIH Level 4 Certificate in Housing (or willingness to work towards)	E	AF
Evidence of continuous professional development (CPD)	E	AF/I
Knowledge, skills and abilities		
Strong working knowledge of housing legislation, rental income collection and ASB management	E	AF/I
Excellent working knowledge of housing management systems.	E	AF/I
An unwavering commitment to equality, diversity and inclusion, ensuring this is embedded in the work of SLH	E	AF/I
Credible people management skills	E	AF/I
Able to organise and prioritise workload, meet deadlines, work under pressure, and handle several complex tasks simultaneously and in line with budgetary requirements	E	AF/I
Good communicator to a wide range of audiences – written, verbal, report writing and presentation skills	E	AF/I
Ability to represent SLH positively and build and maintain effective working relationships both internal and external to SLH, including with service users	E	AF/I
Commitment to service improvement and digitalisation of processes	E	AF/I
Ability to recognise and handle sensitive and confidential information	E	AF/I
Full Driving Licence and vehicle access	E	AF/I
The ability to work evenings/weekends on an occasional basis as and when required	E	AF/I
Is a role model to other colleagues in expected professional standards, and in alignment with SLHs shared values and behaviours	E	AF/I
Experience		
Management and Leadership experience	D	AF/I
Experience of changing environments	E	AF/I
Experience of partnership working	E	AF/I
Experience of effective performance management	E	AF/I
Knowledge of Financial frameworks, budgeting setting and monitoring	D	AF/I

Knowledge of Landlord and Tenant legislation	E	AF/I
Knowledge of social housing policy issues	E	AF/I
Values and behaviours - <i>It's not just about what we do, we believe it's how we do it too...</i> By living our behaviours every day, our colleagues, managers and senior managers are living our shared values and helping to deliver our vision of Quality Homes, Quality Services and Quality People: • Do the right thing • Show respect and kindness, always • Honest and fair • Make it happen • All belong at SLH	E	I
	E – Essential D – Desirable	AF – Application form/CV I – Interview ST – Skills test ASS – Psychometric tool e.g., Wave
Please note: No job profile can cover every task which may arise within a role. The post holder will be expected to carry out other duties from time to time which are broadly consistent within this document.		
Role profile prepared by: Director of Housing & Insight		
Review date: September 2026		
Location: Will be Bridge Mills Business Centre, Stramongate, Kendal LA9 4BD. South Lakes Housing operates a hybrid working policy.		