



Director for Customers, Support and Improvement



People • Homes • Communities

Introduction from the Chief Executive

Thank you for your interest in becoming our **Director for Customers, Support and Improvement**.

Caredig is an ambitious, well established and independent housing association with strong local roots. In 2025 we proudly celebrated our 50th year, a moment to reflect on our achievements and the positive impact we have made across our communities. Now, in 2026, we are firmly focused on the future: delivering homes, strengthening our partnerships, and enhancing our services through digital transformation. We remain committed to making sure we hear and act upon tenant voice, supporting thriving communities, and investing in our people so that Caredig continues to lead with compassion, ambition and impact.

Since becoming Caredig (meaning kind in Welsh) in 2021, our Vision— **“The Caredig Way: Together we proudly create great places to live and work”**—has guided every aspect of our journey. People and relationships sit at the heart of all we do, grounded in kindness, respect and person centred approaches. We create homes where people feel safe and valued, and we help build communities where individuals and families can truly flourish.

As we grow, we continue to attract and retain talented people who share our passion for delivering outstanding services. Our dedicated Board, Executive and committed staff team work collectively to fulfil our purpose of creating better homes and providing meaningful services for the communities we serve.

We are now seeking a leader whose values align with ours, someone who brings strategic vision, integrity and a drive to deliver ever better services for tenants and service users. Listening to and acting upon the tenant voice and understanding the communities we work in are central to this role, which leads on Customers, Support and Improvement. This role plays a key part in modernising our organisation through better systems, smarter use of data, and more responsive, insight driven services.

Our approaches are trauma informed and person focused, and we expect our leaders to champion this in all they do.

Caredig is a values driven organisation with a strong appetite for innovation and continuous improvement. We know that **Happy, Healthy Staff** are essential to our success, and we are deeply committed to creating an environment where colleagues feel supported, motivated and able to thrive.

We are proud to be a diverse and inclusive organisation where everyone can be themselves. Our customers come from all walks of life, and so do we. We welcome people from a wide range of backgrounds, knowing this strengthens our organisation and the communities we serve.

We hope you will want to become part of a dynamic, forward thinking team committed to driving change, improvement and excellence as Caredig continues its journey. I hope the information in this pack supports your consideration of the role. If you need any further details, please contact me.



Marcia Sinfield
Chief Executive

Marcia Sinfield

About Caredig

We were established in 1975 to provide social housing and have just over 2,900 high quality affordable homes. Providing high quality services and listening to our tenants' voice is important to us.

Caredig provides a wide range of housing solutions for single people, families, older people and people who need support to maintain their tenancy. We have formed partnerships with a wide range of statutory and voluntary organisations to provide specialist housing and support services for those with mental ill-health, older people with support needs and those at risk of homelessness.

We have a well-established development programme for new homes on site and a pipeline for future years. We are an ambitious and well-established independent housing association. We have strong local roots, a reputation for providing quality homes, and a track record for making a positive difference in our local communities.

Our Areas of Operation

As at March 2025 the Association has just over 2,900 homes in management with the number of homes per Local Authority distributed as follows:



Vision and Values

Our Vision ... The Caredig Way – Together we proudly create great places to live and work.



Our Values

Our behaviour demonstrates what we value – our values determine how we behave towards our customers, our colleagues, our partners and our work; our values influence the decisions we make as individuals and as an organisation.



Kind

We recognise that relationships are at the heart of everything we do, at the heart of good relationships is kindness



Trusting

We trust people to do the right thing, and through mutual trust and respect we want everyone to feel that they belong



Innovative

We continuously strive to be the best we can, constantly seeking creative ideas to improve and grow



Accountable

We accept the responsibility of our role and recognise the importance of being held accountable for our actions

Our Strategic Direction

To deliver our Vision, we have, together, developed our Caredig Objectives. Within Customers, Support and Improvement, these objectives guide how we translate strategy into meaningful outcomes for tenants and service users. Our focus is on creating consistently excellent customer experiences, strengthening support services that enable people to thrive, and driving continuous improvement across the organisation.

We do this by building a culture where insight, data and tenant voice directly shape service design; where systems and processes enable responsive, modern and person centred services; and where Happy, Healthy Staff are empowered to deliver high quality support every day. Through collaboration, innovation and a commitment to learning, we ensure that our work in customers, support and improvement leads to better outcomes, better experiences and stronger communities.



Our governance and internal control framework remains strong, as demonstrated by us again achieving the highest level regulatory opinion for both service delivery and financial resilience and risk. Our Care and Support services, which are regulated by Care Inspectorate Wales, provide high-quality services as part of our person-centred approach. There are challenges ahead for the sector, and we will continue to be alert to both these and opportunities. Our Sustainability Strategy sets out how we will both retrofit existing and develop new homes to achieve high levels of energy efficiency. We will do this by making use of both our resources and other funding sources available, whilst supporting economic regeneration in our communities.

Who we are looking for

We are looking for an inspiring senior leader who shares our passion for creating great places to live and work, and who can champion Caredig's values of kindness, trust, innovation and accountability. As our Director for Customers, Support and Improvement, you will bring a strong track record in leading customer focused housing, care and support services, working collaboratively to deliver high quality, cost effective outcomes. You will be the Executive lead for business improvement and systems, fostering a culture of continuous improvement to deliver effective systems, reliable data and strong change management practices. You will motivate and empower teams, build strong partnerships, communicate with clarity, and contribute to strategic decision making at Executive and Board level. With experience in governance, risk management, business planning and developing high performing, values based teams, you will place customers at the heart of all you do and ensure our services remain sustainable, inclusive and future focused.

Job Description and Person Specification

Role: Recruitment Director for Customers, Support and Improvement.

Team: Executive and Leadership Teams

Reports to: Chief Executive

Location: Head Office (Agile Working Policy applies)

What you'll be responsible for

Corporate Leadership:

Executive Team Role
Taking collective responsibility for the delivery of key strategic and corporate strategies and plans.
Leading by example, motivating and inspiring, with a values-based leadership style which recognises complexity and ambiguity and supports and empowers staff, tenants and other partners across Caredig to succeed.
Working together across Caredig to create an environment which promotes creativity, collaboration and trust, in a high-performance culture, holding oneself and others accountable to the commitments we have made.
Foster a culture of continuous improvement, creating the conditions for measurable change and seeking business improvement support to deliver this.

Promotion of environmental sustainability across the organisation.
Scanning the environment and horizon to ensure Caredig is well placed to create thriving new partnerships and attract new funding.
Maintaining existing and developing new partnerships to deliver excellent outcomes for current and future customers.
Work with Board, providing expert advice, timely information and support, to shape and deliver Caredig's strategy and future direction.

Leadership Team Role
Create the right cultural conditions to foster excellent performance and innovation amongst staff.
Ensure a focus on outcomes and customer service for our customers and communities.
Able to communicate effectively at all levels both verbally and in written format to ensure our messages are understood.
Work with colleagues to ensure a clear line of sight so that individuals understand their role in Caredig's overall vision and goals.
Increase awareness, engagement and understanding of proposed changes across the organisation – what, why, when and how.
Work collectively with colleagues and be open to being challenged and to be positively challenging.
Promote effective use of technology and data to support effective and efficient ways of working across the business.
Develop effective partnerships and relationships externally and internally.
Act as a champion for Caredig's values, modelling the behaviours we want to see in others.
Sponsor/lead on cross-cutting internal and partnership projects.
Ensure sound governance, performance and risk management.
Develop business growth and income generation – leading the implementation of new services and business developments.
Embed the principles of value for money in all that we do.
Promote and support a culture of tenant involvement.
Promote, as a leader, a culture of Health & Safety.
Promote, as a leader, a culture of equality, diversity and inclusion.

Specific Accountabilities:

In addition to corporate leadership, this role is accountable for the effective delivery of the following functions and services:

Strategic leadership for housing management, care and support services, business improvement and IT, delivering excellent, customer focused and cost-efficient services.
Work collaboratively with others to deliver and improve services and manage risks.
Leading the further development and implementation of Caredig's Tenant Involvement Strategy, ensuring strong linkages to customer focused outcomes.
Delivery of a customer-focused housing and care and support service, working with tenants and staff to develop a customer centric culture.
Leading the further development and implementation of Caredig's Customer Service Strategy and Principles.
Leading the sustainability and development Care and Support Services including new business growth.
Ensuring strong linkages between service planning and the Business Plan, including effective management of budgets and expenditure.
Developing and implementing Caredig's business improvement plans and strategic approach to information technology, including the effective use of data to drive business intelligence and improvement.
Leading Caredig's business continuity and cyber security approach including the management of data compliance.
Leading the development of our digital response in the workplace and through the communication with tenants, and delivery of services
Championing customer service, by working with the Director of Property and Assets, reinforcing the importance of the customer and keeping people safe.
Line Management Responsibility for the Head of Housing and Support and Head of Business Improvement & IT.

About you

What is needed for the role and whether it is essential or desirable:

Qualifications and Education	Essential	Desirable
Membership of an appropriate professional body or educated to degree or similar.	✓	
Member of Chartered Institute of Housing (or similar) in a housing related field.		✓
Recognised management qualification.		✓
Skills, Knowledge & Experience		
Proven track record of achievement and innovation as a senior leader with a passion for customer service.	✓	
Significant experience in leading Customers Teams.	✓	
Experience in developing and improving business processes including strategic IT development.		✓
An understanding of the social, economic and political influences within the Welsh Housing sector including rent policy.	✓	
Evidence of working collegiately to create, communicate and deliver a vision.	✓	
Experience in forming and implementing business strategies linked to finance, performance and customer satisfaction.	✓	
Experience in working effectively and creatively within a Leadership team to influence, shape and deliver service improvements.	✓	
Experience in ensuring good governance, effective compliance and risk management.	✓	
An excellent communicator with experience in effective reporting to and advising Boards or partners.	✓	
Evidence of interpersonal skills, building teams and networks, whilst demonstrating intellectual and emotional resilience.	✓	
Able to demonstrate experience in developing values-based performance management cultures through working together.	✓	
Ability to communicate in Welsh.		✓
Ability to drive	✓	

Why Join Team Caredig

We want all staff to feel valued, motivated and developed, also that their health, safety and well-being are looked after, as they play a key part in ensuring the success of the organisation.

If you want to be part of something special and make a positive difference to peoples lives apply today.

Salary £96,488

Our Benefits are:

- ▶ Agile Working, a hybrid approach with a minimum 2 days in the office
- ▶ Excellent annual leave (28 days, excluding Bank Holiday increasing to 33 over 5 years)
- ▶ Contributory Pension Scheme
- ▶ Life cover x3
- ▶ Long service awards
- ▶ Free Healthcare cash plan
- ▶ Excellent training and development opportunities
- ▶ Enhanced Sickness and Maternity

Healthcare Cash Plan includes ...

- ▶ Payment towards dental costs
- ▶ Payment towards optical costs
- ▶ Free flu jab
- ▶ Day 1 support to help cope with stress
- ▶ Payment towards therapy treatments
- ▶ Payment towards consultation fees
- ▶ The full cost of MRI, CT and PET scans
- ▶ Access to a 24-hour counselling and advice line, and up to 8 face-to-face counselling sessions

Also ...

- ▶ Dedicated Health & Well-being Group providing information and support
- ▶ A Partnership Group that voices staff feedback and suggestions
- ▶ Time to Change Champions
- ▶ Sports and social events throughout the year
- ▶ Annual staff conference

“We pledge to change the way we think and act about mental health at work “

How to Apply

If you are interested in applying to be our Director for Customers, Support and Improvement, we would love to hear from you.

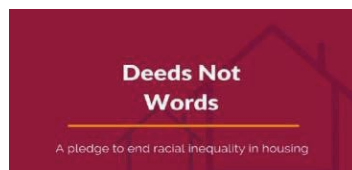
For an informal discussion and further information about this role, please contact Marcia Sinfield on 07469 267887 or marcia.sinfield@caredig.co.uk

Visit <https://www.caredig.co.uk/work-for-us/> to apply with an up to date CV and supporting statement.



Closing date for applications	9am, 16th March 2026
Stage 1 – Informal discussion with CEO	19th March 2026
Stage 2 – Interviews/Assessment Centre	26th March 2026

For further information about Caredig please visit our website at www.caredig.co.uk



#TeamCaredig

Empowering People
Creating Homes
Thriving Communities

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