



Director for People & Culture Recruitment Pack



People • Homes • Communities

Introduction from the Chief Executive

Thank you for your interest in becoming our Director for People & Culture.

We are an ambitious, well-established and independent housing association with strong local roots. This is our 50th year and we have been reflecting upon and celebrating our achievements whilst planning for our future. We are proud of the organisation we have become and the strong reputation we have with our tenants, service users and partners.

Since becoming Caredig (kind in Welsh) in 2021 we have set out a new Vision “The Caredig Way – Together we proudly create great places to live and work”.

At Caredig, **People** and relationships are at the heart of everything we do, and at the heart of good relationships is kindness. We create **Homes** where people feel safe and secure, help to build thriving **Communities** where people can flourish. As we continue to grow we need to attract and retain the best people who through shared endeavour can deliver the organisation’s vision and strategy. We have a passionate and committed Board, supporting and motivating our staff to deliver our core purpose of creating better homes and services for the communities we serve, putting the delivery of person-centred services first.

We are seeking an individual who will share our passion and whose values align with ours, providing strategic leadership skills, and a determination to provide ever better services to tenants and service users. Hearing the Tenants’ voice and understanding the communities we work in is important to us, we follow person-focused, trauma-informed approaches. You will provide strategic leadership for people and culture, across the organisation and within your team.

This is a great organisation, with strong person-centred values and an appetite to grow and innovate. We recognise that Happy, Healthy Staff are at the heart of sustaining our success to date and making further changes as we continuously improvement and grow.

We strive to be a diverse and inclusive organisation, a place where we can all be ourselves. Our customers come from all walks of life and so do we. We hire great people from a wide variety of backgrounds, not just because it’s the right thing to do, but because it makes our organisation stronger.

We hope that you will want to be part of a dynamic and developing team, who are committed to supporting change and success as Caredig continues its journey. I hope you find the information provided 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

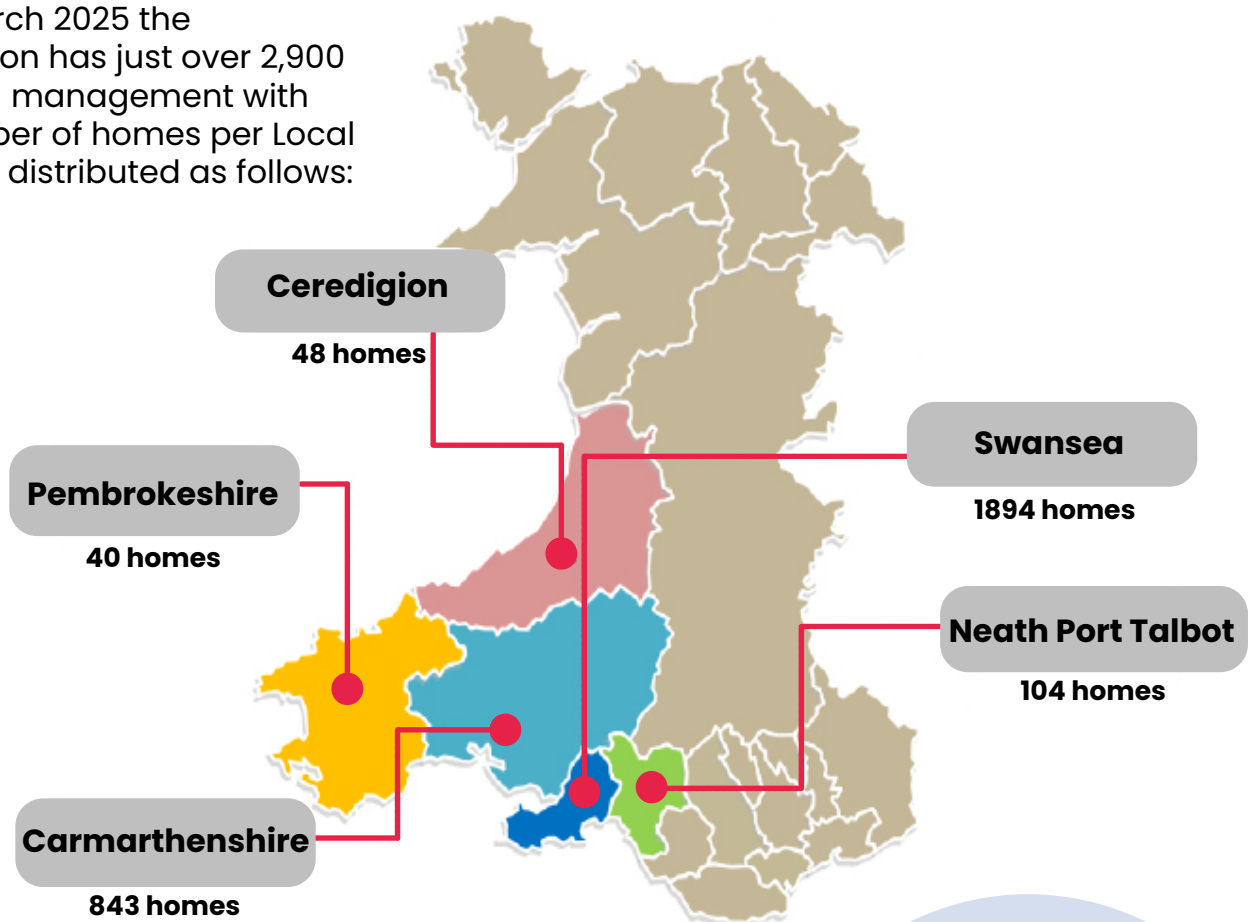
We were established in 1975 to provide social housing and have just over 2,900 high quality affordable homes. Providing high quality services and listening to our tenants' voice is important to us.

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. These support us to achieve our Vision, ensuring we move from Vision to Delivery to improve the lives of tenants and service users. We do this, ensuring that Happy Healthy Staff are central to achieving this.



Our governance and internal control framework remain strong, as demonstrated by us again achieving a regulatory opinion of standard 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 the 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 are we looking for

Since becoming Caredig in 2021 we have, together, been on a journey to develop our Vision and Values. We have had great successes and are ambitious to achieve more. Due to a recent retirement, we are seeking to recruit a director who will continue to champion our focus on People and Culture, at all levels across the organisation.

This role, which might be your first executive appointment, presents a great opportunity to join an innovative, successful and learning organisation.

Working closely with the Chief Executive you will, as part of our Executive Team, be a senior leader and ambassador for Caredig. You'll be as passionate as we are about our Caredig Way Values, wanting to create great places to live and work. This will be reflected in your commitment to continuous improvement through the achievement of our Caredig Objectives.

You will be a leader in Organisational Development and Human Resources, able to use your experience and skills to work collaboratively with the Executive team, sharing our passion for the organisation to deliver its mission, vision and values.

As a brilliant communicator you will know what it takes to bring people with you, creating a Happy and Healthy environment for staff. You will have expertise in learning and development frameworks, supporting leaders, managers and staff with the tools they need to do a great job.

Your competence in workforce planning will support us to ensure that our most important resource, our people, can grow and adapt to continue to respond to the changing needs of the communities we serve.

We strive to be a diverse and inclusive organisation, a place where we can all be ourselves. Our customers come from all walks of life and so do we, we hire great people from a wide variety of backgrounds, not just because it's the right thing to do, but because it makes our organisation stronger.

We particularly encourage applications from people who are currently under represented in our organisation, including people who have a disability or who identify as Black, Asian or from a Minority Ethnic background.

Our job description and person specification set out the experience, skills and knowledge required:

Job Description and Person Specification

Role: Director for People & Culture

Team: Executive and Leadership Teams

Reports to: Chief Executive

Location: Head Office (Agile Working Policy applies)

What you'll be responsible for

A	CORPORATE IMPACT
1	Commitment to continuous improvement through the achievement of our Caredig Objectives.
2	Interpret plans for employees and ensure a clear line of sight so that individuals understand their role in Caredig's overall vision and goals.
3	Increase awareness, engagement and understanding of proposed changes across the organisation – what, why, when and how.
4	Promoting environmental sustainability across the organisation.

B	EXTERNAL FOCUS
1	Scanning the environment and horizon to ensure Caredig is well placed to create thriving partnerships.
2	Develop effective partnerships and professional networks externally.
3	Ensure a focus on outcomes and customer service, engaging and hearing the voice of our customers and communities.

C	LEADERSHIP AND CULTURES
1	Leading by example, motivating and inspiring, with a values-based leadership style which recognises complexity and empowers staff and customers.
2	Act as a champion for Caredig's values, modelling the behaviours we want to see in others.
3	Communicate effectively at all levels both verbally and in written format to ensure our messages are understood.
4	Promote a culture of equality, diversity and inclusion leadership.

D	GOVERNANCE, COMPLIANCE & CONTROLS
1	Providing timely information and support to the Board, working with the Board to shape the Caredig's strategy and future direction.
2	Ensure sound governance, performance and risk management across areas of responsibility.
3	Promote and report against Health & Safety leadership.

E	PERFORMANCE MANAGEMENT
1	Working together to create an environment which promotes creativity and trust, in a high-performance culture, holding oneself and others accountable to the commitments made.
2	Developing a structured, and measurable change environment, ensuring that we listen to learn.
3	Embed the principles of value for money in all that we do.
4	Personally, lead on cross-cutting internal and partnership projects.

F	SPECIFIC ACCOUNTABILITIES
1	Strategic leadership for Human Resources, Learning & Development and Communications.
2	Working with the CEO to deliver our Organisational Development Strategy, applying effective workforce planning practices to ensure the organisation is well-equipped to meet both current and future challenges and opportunities.
3	Implement change management strategies to support our people through organisational change.
4	Applying learning and development frameworks which support leaders, managers and staff with the skills and knowledge they need to do a great job.
5	Lead our focus on People and Culture, at all levels across the organisation, with a relentless focus on our Values and associated behaviours.
6	Develop and maintain effective recruitment and retention frameworks including pay and benefits and succession planning.
7	Development of our leadership framework and ongoing monitoring of performance and behaviours against the framework.
8	Oversee delivery of our Equality, Diversity and Inclusion strategy, implementing initiatives to promote a workplace that values and respects differences and prevents discrimination.

9	Ensure compliance with employment law and regulations, managing HR-related risks and legal matters to protect the organisation.
10	Oversee our employee wellbeing programme.
11	Lead for key corporate/internal communications including website, social media and public relations. Leading internal communications groups and staff bulletin.
12	Lead on the organisation of corporate events, such as staff conference.
13	Line Management Responsibility for the Head of HR and Communications Officer.

About you

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

Qualifications and Education	Essential	Desirable
CIPD level 7 or similar relevant degree.	✓	
Professional membership of Chartered Institute of Personnel Development (CIPD) or similar.	✓	
Recognised management qualification.		✓
Skills, Knowledge & Experience		
Proven track record of developing and implementing Organisation Development frameworks, with a passion for people and values-driven organisations.	✓	
Significant experience in leading Human Resources, Learning & Development and Communication Teams/ departments.	✓	
Experience of leading delivery of Diversity, Equality and Inclusion plans/initiatives.	✓	
An understanding of the social, economic and political influences within the Welsh Housing sector.		✓
Evidence of working collaboratively to create, communicate and deliver a vision and enabling objectives.	✓	
Experience in working effectively and creatively within a Leadership team to influence, shape and deliver service improvements.	✓	

Skills, Knowledge & Experience

Experience in ensuring good governance, effective compliance and risk management.



A brilliant communicator who knows what it takes to bring people together, building teams and networks, whilst demonstrating intellectual and emotional resilience.



Able to demonstrate experience in developing a values-based performance management culture, through effective collaboration



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 £74,726

Our Benefits are:

- ▶ Agile Working, a hybrid approach with a minimum 2 days in the office
- ▶ Excellent annual leave (27 days increasing to 33 over 5 years)
- ▶ Long service awards
- ▶ Free Private Health Care Plan
- ▶ Excellent training and development opportunities
- ▶ Enhanced Sick leave and Maternity
- ▶ Contributory Pension Scheme

Free Private Healthcare Plan includes ...

- ▶ Payment towards dental costs
- ▶ Payment towards optical costs
- ▶ Free flu jab
- ▶ Payment towards dental costs
- ▶ Payment towards optical costs

- ▶ Payment towards optical costs
- ▶ Free flu jab
- ▶ Day 1 support to help cope with stress
- ▶ Payment towards therapy treatments
- ▶ Payment towards consultant 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 People & Culture 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

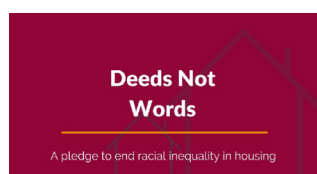
Visit www.caredig.co.uk/careers to download a recruitment pack and apply with an up to date CV and supporting statement.

Closing date for applications	Monday 2nd June 2025 (noon)
Stage 1 – Informal discussion with CEO	W/C 16th June 2025
Stage 2 – Interviews/Assessment Centre	Thursday 26th June 2025

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



let's end mental health discrimination



#TeamCaredig

Empowering People
Creating Homes
Thriving Communities

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