

Job Description

JOB TITLE:	Marketing and Shortlisting Officer
GRADE:	H
POST NUMBER:	G011002907
DIRECTORATE:	Place
SERVICE:	Housing Options
RESPONSIBLE TO :	Team Principal Marketing and Shortlisting
RESPONSIBLE FOR:	N/A
	<p>This post does not require a DBS check.</p> <p>This post is not politically restricted.</p>
JOB SUMMARY:	<p>To be responsible for the advertising and letting of vacant dwellings and to process mutual exchanges. Ensuring available homes are offered in accordance with the prevailing council policy and let quickly to minimise void loss.</p> <p>To liaise with Registered Providers and local authorities to make nominations to their property according to the prevailing nominations agreement.</p> <p>Work in partnership with CHR partners and other agencies to maximise housing opportunities for applicants on the Council's housing list.</p>
ROLE REQUIREMENTS:	
1.	To produce copy and distribute all advertising and publicity material, with special regard to choice based lettings and the advertising of vacant homes
2.	To be responsible for letting vacant dwellings and processing mutual exchanges efficiently, effectively, and according to the prevailing lettings policies, procedures and targets and provide regular updates to management.

3.	Facilitate, monitor, promote and administer cross borough mobility schemes, including determining nominations and the interpretation and application of the relevant lettings policies.
4.	To assist in developing the Council's overcrowding strategy by innovative and effective use of the Borough's social housing stock, including making recommendations for the knock through program.
5.	Seek to maximise the Housing Stock by promoting incentive schemes for moving to smaller accommodation and/or cash incentive schemes to appropriate applicants.
6.	Extract, collate and present statistical information about all areas of responsibility using available ICT and pc-based software packages.
7.	Respond promptly, effectively and with special regard to standards of customer care to written and telephone enquiries and complaints from the public, Members, MPs, Ombudsman, internal and external stakeholders on all areas of responsibility
8.	On behalf of the Council, attend Court and provide witness statements when required.
9.	Promote best practice and partnership working to engender an efficient, effective and transparent service dedicated to offering best value to the local community, maximising the best use of resources.
CORPORATE RESPONSIBILITIES	
10.	Actively contribute to the council's priorities and outcomes in a way that promotes a 'one organisation' approach.
11.	Develop and maintain positive relationships with colleagues, stakeholders and communities to ensure the council and the directorate strategic priorities are effectively implemented.
12.	Promote equality among all staff and ensure that services are delivered in a non-discriminatory way, that is inclusive of all disadvantaged groups.
13.	Support organisational change and learning, following and implementing appropriate systems of self-development, communication and engagement, quality measures, monitoring and review in delivering the functions of the role.

14.	Promote sustainability, including encouraging a culture of innovation and accountability amongst all council staff.
PEOPLE	
15.	Liaise with Council and Registered Providers tenancy management officers to ensure that available properties are let as effectively and efficiently as possible so minimising rental loss.
16.	Attend specific case conferences and/or represent the Council at meetings with outside organisations as and when required.
17.	To work in partnership within the region/sub region to ensure housing opportunities and lettings are maximised.
18.	Liaise with the social housing providers outside the Borough to maximise housing opportunities for residents.
FINANCE	
PERFORMANCE	
19.	In consultation with the Social Housing Group, the Regeneration Team and other stakeholders monitor the decant programme to maximise new development opportunities and ensure that the Decant targets are met so helping to meet the Borough's Community Plan.
20.	Monitor nomination agreements and Common Housing Register with partner Registered Social Landlords to ensure maximum gain to the Council
21.	Using available ICT, let all available social housing stock available to the Council according to the prevailing lettings policies and procedures including those available through the East London Sub region.

OTHER CONDITIONS:

To maintain personal and professional development to meet the changing demands of the job and participate in appropriate training/development activities including the council's 'My Annual Review' scheme.

Ensure that all duties and responsibilities are discharged in accordance with the council's policies and procedures, Code of Conduct and relevant regulations and legislation.

To comply with the council’s equal opportunities and diversity policies ensuring anti-discriminatory practice within the service area.
 To undertake additional duties that may arise from time to time commensurate with the grade of the post.

Person Specification

Person Specification for the Post of		Essential (E) or Desirable (D) (if applicable)	Method of Assessment A= Application Form T= Test I= Interview
Knowledge	<p>Extensive knowledge of Housing Legislation, Council Policy and the provision of services to the public.</p> <p>A demonstrably high level of analytical, verbal and numeric reasoning skills.</p>	<p>E</p> <p>E</p>	<p>A</p> <p>A</p>
Qualifications & Experience	<p>Experience of managing, developing and motivating a team.</p> <p>Experience of engaging with colleagues, members of the public and stakeholder.</p>	<p>E</p> <p>E</p>	<p>A/I</p> <p>A/I</p>

	<p>Experience of analysing complex issues and managing complex cases.</p> <p>Experience of providing, guidance and support on a range of lettings and tenancy sustainment issues.</p> <p>Experience of implementing/managing effective administrative processes</p> <p>Member of Chartered Institute of Housing</p>	<p>D</p> <p>E</p> <p>E</p> <p>D</p>	<p>A/I</p> <p>A/I</p> <p>A/I</p> <p>A</p>
Living the TOWER Values sets out the essential behaviours required of all staff.		They are aligned to the organisation's five TOWER Values	
We work TOGETHER across boundaries and with partners to achieve the best outcomes for Tower Hamlets	<p>Building relationships Seeks opportunities to build positive relationships with people from other teams and partners.</p> <p>Making it a better place to work Actively builds a positive team in the working environment.</p>	E	A/I
We are OPEN and transparent.	<p>Communicating clearly Checks understanding, they are understood by others and explains jargon where needed.</p> <p>Being approachable Approachable and actively seeks feedback from others to improve how they do things</p>	<p>E</p> <p>E</p>	<p>A/I</p> <p>A/I</p>

<p>We are WILLING to challenge, innovate and be accountable.</p>	<p>Learning & challenge Seeks to learn from, both failures and successes, to improve how they do things where required.</p> <p>Personal development Looks for ways to continuously improve and develop within role.</p>	<p>E</p> <p>E</p>	<p>A/I</p> <p>A/I</p>
<p>We empower each other to be EXCELLENT and go the extra mile.</p>	<p>Having purpose & personal motivation Understands how objectives contribute to the overall purpose of the council and is positive about the future.</p> <p>Being empowered Does work, within own area, without being asked or told to do it, because they can explain the difference they have made.</p>	<p>E</p> <p>E</p>	<p>A/I</p> <p>A/I</p>
<p>We RESPECT all communities, they are the heart of everything we do.</p>	<p>Understanding our customers' needs Listens to customers and take time to understand their point of view.</p> <p>Respecting diversity and being inclusive. Open-minded and appreciates alternative cultural perspectives, taking it into account when delivering service.</p>	<p>E</p> <p>E</p>	<p>A/I</p> <p>A/I</p>
<p>Additional Requirements</p>			