



Managing Director

Royal Borough of Windsor and Maidenhead Property Company Limited

**Permanent, full time, based in Maidenhead, Berkshire
Salary up to £150,000 plus benefits**





The Royal Borough of Windsor and Maidenhead is committed to ensuring that it is a place that works for all its residents, not just for the privileged few.





About us

Home to Windsor Castle, Eton College and Ascot Racecourse, the Royal Borough of Windsor and Maidenhead is an attractive, but very expensive place to live. As such many people are being squeezed out of the local housing market.

The Royal Borough of Windsor and Maidenhead is committed to ensuring that it is a place that works for all its residents, not just for the privileged few. That means great schools, good job opportunities and affordable homes.

In order to help tackle local affordability and supply issues the council has established a wholly owned private limited company to increase the number of good quality affordable homes that are available in the borough.

RBWM Property Company Limited has been established to build a property portfolio including affordable homes of

all tenures and play a key role to enable the regeneration of the local area. The company will deliver both affordable and private rental homes. As well as driving environmental, social, and economic regeneration for the residents in the borough. The property portfolio will produce a sustainable long-term income and a valuable asset base, to address affordable housing needs going forward.

The company aspires to create over 100 new homes by 2025 and to own and manage 1000 homes by 2035.

An exciting time in the Royal Borough

The Royal Borough of Windsor and Maidenhead is undergoing substantial development, especially in Maidenhead which is enjoying an unprecedented period of growth and change.

Plans for major regeneration in the town are well advanced and the Royal Borough has already selected two Joint Venture partners to deliver over 4,000 new homes 30% of which will be affordable on public sector land.

Maidenhead's regeneration will provide something for everyone with new space for offices, leisure, heritage and entertainment as well as parks, waterways, and open spaces. The potential of Maidenhead has already attracted a high level of interest and investment. The town centre is well connected by road, rail, river and air. The new Elizabeth Line (Crossrail) arrives in 2022, increasing connectivity to London and increasing the potential for businesses to relocate to Maidenhead.

In addition, the Royal Borough owns or has an interest in a number of other sites that have been identified

as part of their Asset Management Review. Working with their shareholder the Royal Borough of Windsor & Maidenhead, will be a key essential part of bringing forward surplus land, to aid the provision of affordable new homes, and also much needed health, education and community facilities.

All of these exciting initiatives are informed by the Royal Borough's masterplan which is led by a strong sense of civic pride and an ambition to build a town for everyone.

The property company will act on behalf of the Royal Borough throughout the regeneration and development process, providing a professional support team. The role of the Managing Director will be key to helping to deliver this ambitious programme.

To apply for the role...

Please email your CV to our recruitment partners Ocean Edge Executive Search at jobs@oceanedge.biz

The closing date is Friday June 25, 2021.

If you would like a confidential discussion about this opportunity, please get in touch with the Ocean Edge team on 023 8000 1153.



Regeneration opportunity

As part of the company relaunch and rebranding in 2017, the company's key focus is to deliver regeneration across the borough, increase the supply of affordable homes, and build a portfolio of homes that are accessible to everyone. The company has a well-established team taken from both the private and public sector.

You will be responsible for the continued growth of the private company and the rewards it delivers.

You will lead, develop and manage the company on a day to day basis. Although you will report directly to the Board. You will have 3 direct reports, heads of service, to deliver the fundamental elements of a growing business which will enable you to develop the property portfolio and continue to grow the team as business needs require.

You will benefit from:

- Local Authority Pension Scheme administered by The Royal County of Berkshire Pension Fund.
- 28 days annual leave plus Bank Holidays.
- Enhanced maternity and paternity leave.
- The opportunity to develop skills through training.

Plus, the unrivalled satisfaction you'll get from helping to ensure more people can call the Royal Borough of Windsor and Maidenhead home.

Detailed role profile/ job description

Managing Director

Royal Borough of Windsor and Maidenhead Property Company Limited

Reporting to the Board of RBWM Property Co Ltd.

Job Purpose

- Lead and manage the operation of RBWM Property Co, which is a wholly owned company of the Royal Borough of Windsor and Maidenhead.
- Develop and deliver the Property Company's strategy.
- Lead the company to deliver sustainable levels of profitability and growth in line with the shareholder expectations and the agreed Company strategy.
- Monitor and review the Company's strategy and take actions to ensure that it is achieved efficiently and within the financial parameters.
- Ensure the Property Company is professionally governed and managed, customer orientated and that compliance is always maintained with the regulatory environment.

Main duties and overall responsibilities

1. To work with the Board of Directors to develop and deliver the Company Strategy and other required plans and policies to support the effective running of the company to meet shareholder expectations and returns.
2. Drive profit growth in line with the Company Strategy, thereby increasing company value and shareholder returns.
3. Work closely with the finance provider and monitor implementation of annual budgets to ensure that targets are met. Ensure that revenues are maximised and expenditure is closely monitored. Oversee controlled borrowings and cash flow.
4. Regularly scan the horizon and provide strategic advice and proposed approaches to the Chair and members of the Board and regularly update them with emerging trends or changes in the market and operating environment.
5. Manage a lean, fit for purpose and effective organisational structure within the Property Company with appropriate and effective staffing levels in line with the Company's needs.

6. Be an ambassador for the Property Company and create and share a clear and concise vision with the shareholder, stakeholders, employees, contractors and customers supported by excellent communication and customer service.
7. Work closely on a day to day basis with internal and external partners, including the Council, to establish a portfolio of existing and new residential property and to let and manage the portfolio as private market and sub market rent including affordable and social rent accommodation and shared ownership for key workers and others in housing need.
8. Act as an advisor and overall programme lead alongside other external service providers / project directors to ensure delivery of the multi billion pound regeneration programme for the area.
9. Explore and deliver other opportunities for the Property Company as and when they may arise including through partnering with other parties.
10. Develop and manage the branding and public facing image of the Property Company.
11. Ensure effective governance of the Company at all times.

Working with the Shareholder and Board of Directors

12. Establish an effective working relationship with the shareholder and each of the Directors and utilise the specialist knowledge they can each provide to the company.
13. Work with the Chair to enable the Board to fulfil its governance functions and facilitate the optimum performance by the Board.
14. Ensure that the Board of Directors are provided with appropriate reports and performance information at the agreed times in advance of Board meetings.
15. Work with the Board of Directors, using the performance information, to ensure the Property Company is on track to deliver its Company Strategy and ensure effective reporting to the Shareholder at all times.
16. Work with the Board of Directors to regularly identify risks and opportunities that present themselves to the company. Maintain an effective risk register to summarise the risks that the business faces, identify appropriate actions to avoid or mitigate risks and plan suitable exit strategies.
17. Work with the Board of Directors to decide appropriate actions based on the financial performance of the Property Company. For example, where the financial performance is producing a profit, decide how this profit is treated and the appropriate dividend strategy.

Property Development and Professional Property Services Responsibilities

18. Work with the Board of Directors to develop and deliver a Property Development Plan which meets the Company Strategy.
19. Work closely with local agents and be fully conversant with the Royal Borough housing market to identify a range of potential opportunities which generate sufficient financial yields to meet or exceed the assumptions in the Company Strategy.
20. Lead in the establishment of a development programme for the Property Company, both in its own right and in partnership and joint venture with others. Manage the process of land acquisition and project / programme management to ensure successful delivery.
21. Lead the major regeneration programme for the area working with external service providers. This will include the Maidenhead town centre joint venture partnership and the Maidenhead Golf Course site.

22. Manage the consultancy employed by the Property Company to deliver 'Clients representative, programme management and other construction related professional services to support the strategic management and programme coordination of the Royal Borough's regeneration programme'. This will include acting as client for Project Directors employed by the service provider.

Contract and Service Provider Management Responsibilities

(Note: The Property Company will have a number of service contracts with the Council and other service providers to provide a range services including financial services, HR, PR, legal services, property services / valuation, housing management and housing maintenance).

23. To oversee and manage service contracts for each of the required services ensuring the contracts include clear scope of works, performance standards, payment terms, regular monitoring and review arrangements.
24. To regularly review the performance standards achieved with each contract and take appropriate, timely and proportionate actions if targets are not met.

Stakeholder Management, Community Engagement and Communications Responsibilities

25. Develop and deliver effective community engagement and communications plans in line with the Company Strategy.
26. Serve as chief spokesperson for the Company, assuring proper and positive representation of the Company locally and nationally.
27. Initiate, develop, and maintain cooperative relationships with all key stakeholders including local bodies and groups, regulatory agencies and potential funders.
28. Ensure effective management and maintenance of the Company brand.

Day to Day Requirements for Managing the Company

29. Provide general oversight of all Company activities and manage the day-to-day operations, and assure a smoothly functioning, effective, professional organisation.
30. Assure organisational stability and efficiency through development and implementation of standards and controls, systems and procedures, and regular evaluation.
31. Work with the finance manager to ensure the Property Company's statutory and financial responsibilities are met and appropriate records are kept i.e. VAT returns, HMRC returns, Companies House returns, audited accounts etc.
32. Work with the insurance adviser (currently the Council's Insurance Officer) to ensure that the Property Company maintains appropriate insurances for the business and that service providers similarly carry appropriate insurance.
33. Help identify, develop and update operational procedures and policies required by the business and ensure these are effectively implemented. These will range from general company management policies, for example customer service, health and safety policy to more specific property / housing related matters, for example, lettings and rent policies.

Person Specification

Qualifications/Education/Training

1. Relevant professional qualification which should include being RICS qualified.

Experience

1. Evidence of understanding of the requirements for running and managing a private company limited by shares, in particular the financial aspects of the company.
2. Demonstrable commercial experience and commercial acumen.
3. Good understanding and experience of managing and motivating multi-disciplinary teams and internal / external service providers to deliver to agreed scope of works and to a high standard.
4. Strong understanding of the importance of customer focus and experience of working with different customers, both corporate and individual.
5. Experience and understanding of residential property regeneration, development, acquisition and management.
6. A detailed and thorough understanding of the private residential property market.
7. An understanding of the affordable housing market including sub-market housing offers and housing for key workers.

Skills, Abilities & Competencies. You will need:

1. To be an enthusiastic and effective ambassador for the Property Company, its stakeholders and partners.
2. The ability to analyse and evaluate complex information from a range of sources to form judgements and make strategic decisions.
3. Excellent verbal and written communication skills and an ability to communicate and work collaboratively with a diverse range of people and organisations
4. The ability to present well-reasoned arguments, able to influence others and be an effective negotiator.
5. Well-developed organisation skills and the ability to self-motivate yourself and be proactive, with a proven ability to prioritise workload in a fast-moving environment.
6. Personal and professional credibility.
7. Effective leadership skills, with a positive and approachable demeanour and an ability to operate in a complex environment across organisations.
8. To be a robust individual, resilient enough to cope with the demands of the role and the political environment.
9. Strong IT skills and be able to comfortably use Microsoft Office packages.



To apply

Please email your CV to our recruitment partners Ocean Edge Executive Search at
jobs@oceanedge.biz

If you would like a confidential discussion about this opportunity, please get in touch with the Ocean Edge team on
023 8000 1153

The closing date is **Friday June 25, 2021**.

www.oceanedge.biz/RBWM

OCEAN EDGE
EXECUTIVE SEARCH

Tel 023 8000 1153 Email jobs@oceanedge.biz www.oceanedge.biz/rbwm