



**SQUARE
ROOTS**

Director of Housing and Property

Competitive salary plus benefits

Square Roots working in partnership with
Ocean Edge Executive Search
www.oceanedge.biz/squareroots

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Background

Dear Applicant,

Firstly, thank you for the interest that you have shown in our organisation, and in the post of Director of Housing & Property Services. This post is a key member of the Leadership Team and is significant in helping us to drive forward our ambitious plans for our business.

Secondly, some insight into Square Roots, what we do, and why.

Owning a home in London has never been more difficult. Until now.

For too many, buying a house has simply not been a viable option due to rising rents, pay freezes and a sheer lack of affordable homes. In recent decades, the cost of buying a home has risen faster than wages, leaving Londoners priced out of the market entirely. For those who just manage to get a foot on the property ladder in London, the move comes with enormous sacrifice. A sacrifice for space, for location, for quality and ultimately, liveability.

Square Roots provides a number of alternative ways to unlock liveability of a quality home – shared ownership, and affordable rent. While shared ownership has existed for some time, it has traditionally come rife with issues. Firstly, a general lack of knowledge and understanding on the concept itself meant potential buyers were immediately met with scepticism. Secondly, shared ownership residences were often in less than desirable locations in London, meaning the dream and aspiration of living and owning in this great city was quickly shattered. Finally, the sheer lack of quality and narrative surrounding traditional shared ownership homes and providers.

Premium property developer London Square recognised these inherent issues with London properties. The company, inspired by the ethos of the famous London Squares, has seen immense success over the past 10 years, a company born to shatter existing norms in the property world and constantly surpass expectations with location, quality, and expertise.

Known for their architecture, design and fostering of communities both within and outside of residences, London Square began to ponder if there was an option to cut the compromises, enabling buyers to have everything they ever wanted in a London home and shatter existing perceptions of what it really means to buy into a shared ownership home.

With this mentality, it wasn't long before London Square created an affordable housing provider never seen before.

Welcome to **Square Roots**.

Your sincerely,



Barbara Richardson

Introducing Square Roots

Square Roots is a for-profit housing provider building top quality homes in the most desirable London locations for shared ownership and affordable rent.

Recognising the enormity of sacrifice made by those wanting to purchase in London, Square Roots seeks to fulfil the need for desirable, quality homes in the capital. Leveraging the skills and knowledge from parent company London Square, this company offers hope and delivers dreams to young families, couples, singles, and any aspirational home-seeker with ambitions to own their own home in Greater London. Square Roots will provide quality and desirable solutions to people wanting to own or rent in this great city.

An ambitious, fresh, and inventive company at its core, London Square recognises opportunities ahead of any other affordable housing provider in London and continues to push boundaries and exceed expectations in making home ownership in London a reality.

At Square Roots, we are dedicated to building a capital for everyone who wants to live and work here, with high quality affordable homes in communities that enrich the lives of our residents and promote a sense of belonging.

There is London. There is London Square. Now there is Square Roots – Making London Greater for everyone.

Our mission

Our core mission at Square Roots; We're dedicated to enhancing the fabric of London's communities, creating places that reflect the capital at its best: dynamic, diverse, and full of life.

Our parent company London Square has seen immense success over the past 10 years in developing state-of-the-art homes and developing communities that last and belong. This success has materialised not only into great profit but seen them winning multiple awards for customer service and design. While we may be a new company, we are built on the continued success of London Square, enabling us the financial backing and expertise to launch and grow successfully.

Bringing with us the support and knowledge from London Square, we wish to break preconceptions of shared ownership and affordable rent and be a market-first provider to build and create homes that people can actually afford, and actually want to live in.

Each location is carefully chosen by our team while employing a bespoke approach to architecture, design, and residential needs specific to that location. Our homes are for everyone, as we strive to be part of the community, its people, businesses, schools, and embrace the character and history of the neighbourhood to promote a sense of belonging.

There is no other housing association like us, and we strive to stand apart.

Square Roots was created to enhance this great city's legacy of people, places, and buildings. We build to better the lives of residents and Londoners alike, now and in the future.

Quality first

Quality is paramount to Square Roots, as is our promise to truly deliver.

Our quality is reflected in the level of specification, architecture, and build, especially when considering other housing associations. We are designed and built to exceed expectations of an affordable home of this type, merely offering an innovative and alternative route to purchase.

This strive for ultra-high quality is demonstrated through the locations of each development – we build in places that people want to live, and always take into consideration transport links, high streets, local community, and education.

We often build in places where quite simply, other housing associations can't and don't have the means to. We're opening an alternative route to purchase, and we want to give Londoners their dream home.

Who are we?

Vision

To shape the future of London Living

Setting new standards for how people experience life in our capital.

Values

Collaborative

We achieve more when we work together. Open minds, shared goals, and trusted partnerships shape everything from our culture to the impact that we have.

Ambitious

We think big and move fast. Bold, driven and curious, we see potential where others don't, pushing boundaries and challenging convention to stay ahead.

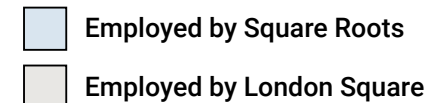
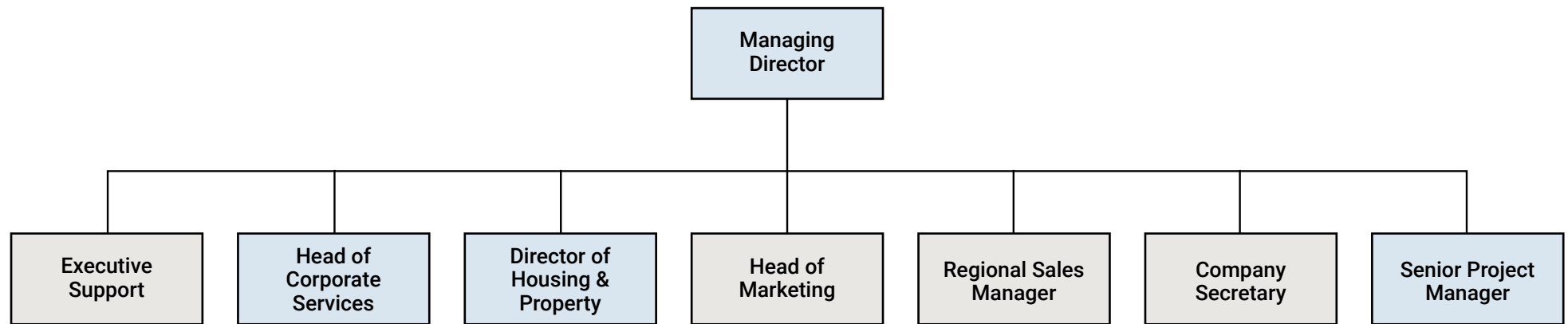
Committed

We hold ourselves to the highest standards. Every detail and decision reflect the discipline, care and pride we bring to our work, requiring excellence in everything we do.

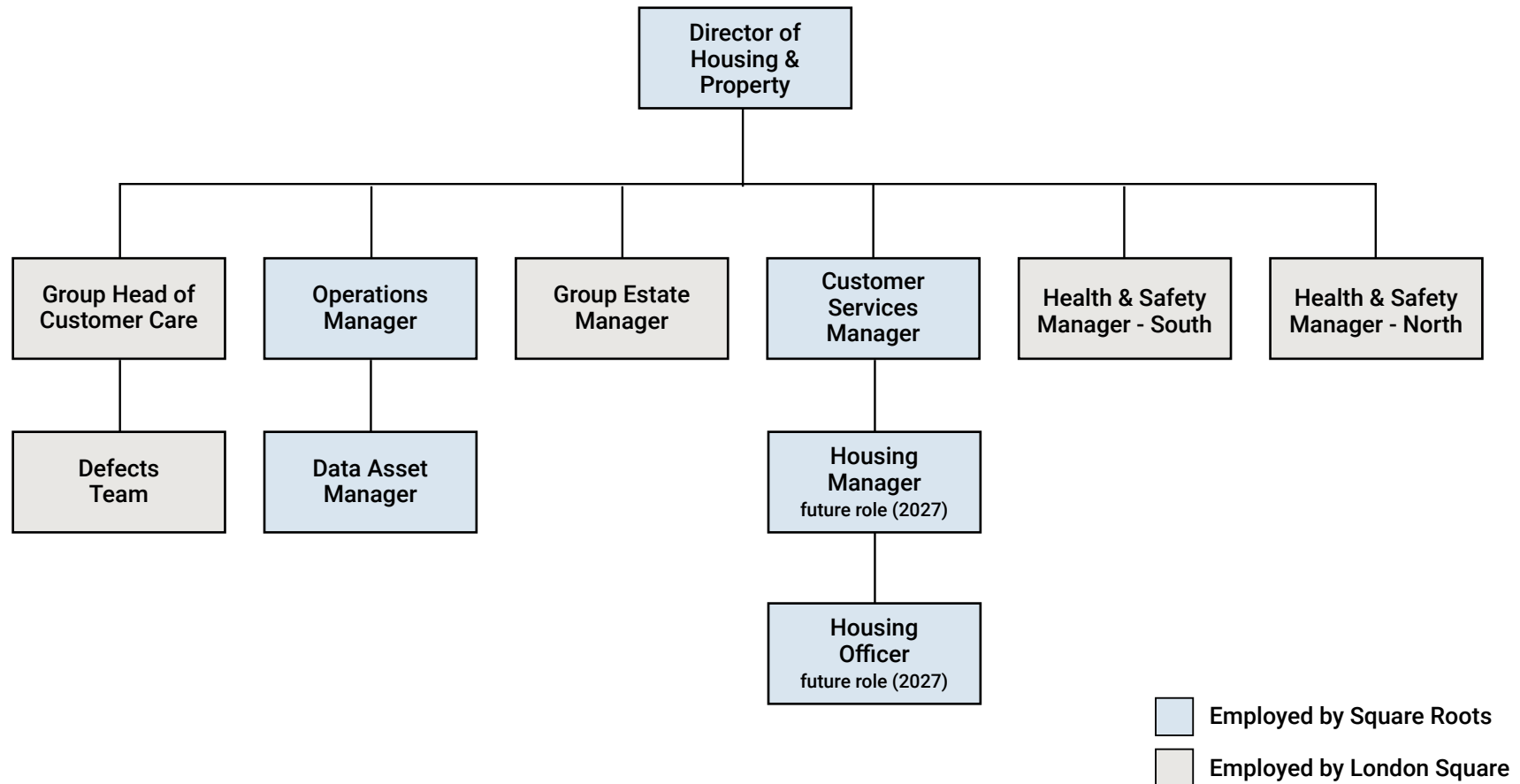
Responsible

We do the right thing - openly, honestly and with integrity. Acting as one team, we're committed to ethical behaviour and driving positive outcomes for people, places and the planet.

Staff structure chart – Leadership Team



Staff structure chart – Housing and Property Directorate



Director of Housing & Property

Location - Uxbridge Competitive salary and benefits package

Closing date Tuesday 13 October 2026

Help shape our next phase

With more than 560 homes under management, committed projects to reach 900 by 2028 and 2,400 by 2029, with ambitions to grow further, we are looking for a motivated Director of Housing & Property to join our Leadership Team.

This opportunity will suit an experienced housing director who combines high standards and a strong record of customer service with the ambition to progress to Executive Director level. As Director of Housing & Property, you'll have responsibility for the services that matter most to our customers. Our homes must be safe, compliant and well maintained, but we believe the real measure of success is the experience we provide to the people who live in them.

You will lead services through a period of significant growth. As we grow, you'll help ensure that our housing and property services grow with us – maintaining high standards, strengthening our approach and ensuring that an excellent customer experience remains at the heart of what we do.

The role combines strategic leadership whilst remaining operational. From customer experience and regulatory assurance to investment planning, building safety and contractor performance, you'll have the scope to make a visible impact across the organisation and help shape how we operate in the future.

Download a recruitment pack and apply online at **www.oceanedge.biz/squareroots**

For an informal discussion about this opportunity please contact Philip Foster at Ocean Edge Executive Search
philipfoster@oceanedge.biz or call
07881 784997

Your responsibilities

- Lead customer services, landlord operations, asset management, compliance and building safety.
- Champion excellent customer service, ensuring residents' experiences shape services and decisions.
- Develop strategies and investment plans that deliver safe, high-quality homes and financial sustainability.
- Maintain strong regulatory assurance, risk and compliance, providing clear advice to the Managing Director and Board.
- Oversee repairs, planned maintenance, contractors and managing agents, driving performance and value for money.
- Lead high-performing teams and support the successful handover of new homes as the portfolio grows.

You will bring

- Director-level housing experience across customer services, assets and compliance.
- A strong track record of improving customer experience and service performance.
- Strong knowledge of housing regulation, consumer standards, complaints and building safety.
- Experience of asset and investment planning, budgets, contracts and outsourced services.
- The ability to operate strategically and operationally, providing clear advice on performance, risk and assurance to the Managing Director and Board.
- A relevant professional qualification or substantial equivalent senior-level experience.

Grow with us

You'll have the opportunity to shape the organisation as it expands, broaden your influence and build your career alongside it.

If you're motivated by high standards, committed to excellent customer service and ready to help lead the next stage of growth, we'd like to hear from you.

Job description

Job Title: Director of Housing & Property

Reporting to: Managing Director

Direct Reports: Customer Services Manager, Operations Manager, Asset Data Manager

Job Family: Housing & Property Directorate

Job Purpose

As a member of the Leadership Team, the Director of Housing & Property is responsible for providing strategic and operational leadership across all housing, customer, property, compliance and asset management functions of Square Roots.

The post holder will ensure the delivery of safe, compliant, customer-focused and financially sustainable services, whilst supporting the organisation's growth ambitions and long-term business plan. They will lead the development of policy, performance standards and operational delivery across all housing and property activities, ensuring compliance with the requirements of the Regulator of Social Housing, the Building Safety Regulator and relevant legislation.

This is both a strategic and hands-on role. The post holder will take direct responsibility for key service areas, contractor performance, customer outcomes and regulatory assurance, working closely with the Managing Director, Board, customers, colleagues and delivery partners.

Key Responsibilities

Strategic Leadership

- Contribute as a member of the Leadership Team to the development and delivery of the Square Roots corporate strategy, business plan and organisational priorities.
- Lead the Housing & Property Directorate, translating strategic objectives into clear plans, priorities, service standards and measurable outcomes.
- Develop and implement strategies for housing management, customer services, asset management, property services, resident engagement, compliance and building safety.
- Provide clear professional advice and assurance to the Managing Director, Board and relevant committees on housing, property, customer and safety matters.
- Support organisational growth and lead the operational mobilisation of new homes, ensuring that services, systems, data, contracts and customer arrangements are ready for occupation.

Customer Services & Housing Management

- Lead landlord services across rented, shared ownership and leasehold homes, ensuring fair, accessible and consistent services.
- Oversee tenancy and leasehold management, allocations, lettings, income collection, complaints and customer contact arrangements.
- Ensure compliance with the Regulator of Social Housing's consumer standards and the Housing Ombudsman's requirements.

- Use customer feedback, complaints, satisfaction measures and service data to identify themes, address root causes and improve services.
- Promote meaningful resident engagement and ensure that the customer voice influences policies, service design and decision-making.
- Take ownership of complex or high-risk housing and customer cases where senior intervention is required.

Property Services & Asset Management

- Lead the strategic management of the organisation's homes and property assets, ensuring they remain safe, well maintained and financially sustainable.
- Develop and maintain a long-term asset management strategy, investment plan and supporting policies.
- Oversee responsive repairs, void works, planned maintenance, cyclical servicing, stock condition activity and lifecycle replacement programmes.
- Ensure asset, property and compliance data is accurate, complete, current and used effectively to support decisions and regulatory assurance.
- Assess asset performance, property condition and investment needs, recommending options where homes require significant investment, remediation or alternative action.
- Ensure effective arrangements are in place for defects management and the handover of new homes from development into operation.

Building Safety, Health & Safety and Compliance

- Provide strategic leadership for landlord health and safety, property compliance and building safety.
- Ensure effective controls and assurance for fire safety, gas safety, electrical safety, water hygiene, lifts, asbestos and other relevant statutory duties.
- Oversee compliance with the Building Safety Act, Fire Safety legislation, health and safety law and associated regulatory requirements.
- Ensure robust systems are maintained for risk assessments, remedial actions, evidence, certification, escalation and reporting.
- Maintain appropriate building and safety information, including the Golden Thread of information where applicable.
- Escalate significant risks, failures or gaps promptly and ensure that corrective action is completed and evidenced.

Contractor & Partner Management

- Lead key relationships with managing agents, repairs contractors, compliance providers, consultants and other housing and property partners.
- Ensure contracts and service agreements contain clear standards, performance measures, reporting requirements and routes for escalation.
- Monitor quality, cost, customer experience and compliance, intervening directly where performance falls below the required standard.
- Promote value for money through effective procurement, contract management, benchmarking and service review.
- Ensure partners understand and deliver Square Roots policies, values, regulatory obligations and customer commitments.

Governance, Risk, Finance & Regulatory Assurance

- Maintain effective oversight of housing and property risks, controls and assurance, contributing to corporate risk and internal control frameworks.
- Prepare clear, timely and accurate reports for the Managing Director, Board and committees, including performance, risk, compliance, customer and financial information.
- Lead housing and property contributions to regulatory returns, inspections, in-depth assessments and information requests.
- Manage Directorate budgets, forecasts and expenditure, balancing service quality, investment needs and financial sustainability.
- Ensure policies, procedures and delegated authorities are current, approved, implemented and regularly reviewed.
- Maintain constructive relationships with the Regulator of Social Housing, Housing Ombudsman, Building Safety Regulator, local authorities, funders and professional advisers as required.

Performance, Systems & Continuous Improvement

- Establish a clear performance framework for the Directorate, with meaningful measures, targets and management information.
- Use data and insight to identify trends, test performance and drive practical service improvements.
- Ensure housing, customer, asset and compliance systems support reliable workflows, record keeping and reporting.
- Lead service reviews and change projects, ensuring improvements are embedded and benefits are realised.
- Maintain readiness for audit, regulatory scrutiny and Board assurance reviews.

People Leadership

- Lead, motivate and develop the Housing & Property Directorate, setting clear objectives and maintaining accountability for delivery.
- Provide visible, practical support to direct reports and the wider team, including guidance on complex cases and operational priorities.
- Build capability through coaching, feedback, development planning and succession planning.
- Promote collaborative working across Square Roots and with London Square Group colleagues and shared services.
- Model the organisation's values and maintain a culture of customer focus, inclusion, learning, integrity and continuous improvement.



Key Attributes/Person Specification

Strategic and operational leadership

Able to set direction, translate strategy into delivery plans and remain personally engaged in important operational issues.

Customer focus

Committed to listening to customers, resolving problems and delivering fair, accessible and high-quality services.

Sound judgement

Able to assess complex information, balance competing priorities and make clear, evidence-based decisions.

Regulatory and risk awareness

Understands the importance of assurance, accurate records, timely escalation and demonstrable compliance.

Commercial and financial awareness

Able to balance quality, risk, customer outcomes, value for money and long-term financial sustainability.

Influence and communication

Communicates complex matters clearly and confidently with customers, colleagues, Board members, regulators and partners.

Personal credibility and integrity

Demonstrates professionalism, discretion, resilience, accountability and high ethical standards.

Organisation and delivery

Plans effectively, prioritises competing demands and follows actions through to completion.

Collaboration

Builds constructive relationships and works across organisational boundaries to achieve shared outcomes.

Continuous improvement

Uses data, feedback and learning to challenge existing practice and improve services.

Qualifications & Experience

Essential

- Significant senior leadership experience within a Registered Provider, housing association, local authority or comparable regulated housing organisation.
- Proven experience of leading housing management, customer services, property services, asset management and landlord compliance functions, either directly or through multidisciplinary teams.
- Strong working knowledge of the regulatory framework for Registered Providers, consumer standards and the Housing Ombudsman Complaint Handling Code.
- Demonstrable knowledge of landlord health and safety, building safety and core property compliance obligations.
- Experience of developing asset strategies, investment plans and planned maintenance programmes supported by reliable asset data.
- Experience of managing responsive repairs, voids, planned works, managing agents, contractors and outsourced services.
- Experience of managing budgets, forecasts, contracts and value-for-money expectations.
- Proven record of improving services, leading change and using performance information to deliver measurable outcomes.
- Experience of preparing concise reports and presenting advice, risk and assurance to senior leadership teams, Boards or committees.
- Experience of leading and developing managers and professional teams.
- Excellent written and verbal communication skills, with the ability to explain complex matters in plain language.
- Relevant degree, professional qualification or substantial equivalent senior-level experience.

Desirable

- Chartered Institute of Housing qualification or chartered membership.
- Professional qualification in asset management, building surveying, property management, facilities management or a related discipline.
- NEBOSH, IOSH or equivalent health and safety qualification.
- Experience of working in a growing or medium-sized Registered Provider where senior leaders combine strategic and hands-on responsibilities.
- Experience across affordable rent, social rent, shared ownership and leasehold tenures.
- Experience of mobilisation and operational handover of new-build homes.
- Knowledge of higher-risk building requirements and the Building Safety Regulator's framework.

Additional Requirements

- Commitment to the purpose, values and customer commitments of Square Roots.
- Willingness to attend Board and committee meetings when required.
- Flexible approach to working hours to meet business and customer needs.
- Ability and willingness to travel to developments, offices, meetings and stakeholder events.

How to apply

Please apply through our recruitment partners Ocean Edge Executive Search.
Make your application online at www.oceanedge.biz/squareroots

Recruitment timeline

Advert closing date – Tuesday 13 October 2026

First interview virtual – Monday 19 October 2026

Online psychometric testing – 21 to 25 October 2026

In person interviews – week commencing Monday 2 November 2026

Final interviews – week commencing Monday 9 November 2026