

# Placemaking Strategy & Innovation Lead



Working better together  
for our residents

## > Operations > Places & Estates

### What's it all about

This role exists to ensure that we have a clear and universal understanding of how our new homes, places and estates should look, feel and be experienced.

In your role as Placemaking Strategy & Innovation Lead you will develop high-quality vision documents and site-specific strategies which support the creation of vibrant, cohesive and commercially successful places and estates. Your input will ensure that all stakeholders are clear on our aspirations for our new estates, and that we deliver on our commitments to make Better Places for our residents.

### How you'll make a difference

You will be a highly motivated and effective strategist responsible for articulating the vision for our places & developing an overarching strategy document for each new estate. Your work will genuinely reflect the needs of the business, address customer feedback, and supply the detail needed to serve as a guide to all colleagues within your wider team. You will:

- Collaborate with senior managers across the Places & Estates function, and broader Operations Directorate, to ensure that your work incorporates their specialist strategies for the residential & commercial management, branding and early customer/community engagement.
- Develop a process for the creation and continuous refinement of strategy for use as a guide throughout the design, build, handover & aftercare phase of new Places & Estates.
- Introduce new process to prepare an operational 'vision on a page' for all new

estates which captures the essence of what an NHG place should be and supports colleagues to distil that into tangible outputs.

### How you'll do it

#### Customer First

The customer is at the heart of our decision making, and you will make sure it stays that way. You will use all resources available to you to genuinely understand your customers, both internal clients and prospective residents, to ensure that their needs & expectations inform everything you do.

#### Placemaking Strategy

Our success is reliant on you creating a collective understanding of what success looks like and articulating that through strategy. Your work will enable all teams to understand our long-term aspirations for each site from a branding, commercial, community and management perspective. If we get this right, the outcome is a place that feels cared-for, is easy to take care of and creates organic opportunities for human interaction.

#### The Innovation Expectation

You will be part of the Places and Estates team, where we try radical new things, learn from our failures, and celebrate our successes. You will be given the space to innovate and will be expected to tap into the breadth of knowledge & experience your colleagues have to propose new ways of working and emerging technologies to the business. The end goal will be future-proofed strategy that meets the needs of customers and staff now and in the future.

#### Owning the Operational Vision

You'll create it, promote it and protect it. Whilst your colleagues will guard the vision throughout the development lifecycle, you will need to regularly check-in to ensure that it

remains relevant and that its integrity hasn't been undermined. You'll report back regularly on vision vs reality, and you will advocate for change where required to get things back on track.

### **Feedback Fanatic**

You'll only be as good as the feedback that you're working with. You will therefore need to build strong relationships with internal colleagues, work hand in hand with resident involvement and create new ways to collect and analyse feedback. Your strategy will be directly informed by feedback at all levels, and you'll set personal preference aside to champion the needs and expectations of our people (both customers and colleagues).

### **Research Informed Work**

Sometimes feedback alone isn't enough. You will use existing knowledge and expertise within the business, undertake your own independent research and utilise external support where necessary to ensure you are always promoting progressive & innovative ideas.

### **Detail Is Crucial**

You will be playing a critical role in setting us up for success. Your written outputs will be high quality, site specific and garner support from across NHG. Your language will be concise, and your writing style engaging.

## **All about you**

### **Behaviours for success**

Our values set out what we stand for. You'll need to show us how you match them and how you'll behave to ensure those are visible when carrying out your work.

- Compassionate
- Progressive
- Dependable

- Inclusive
- Empowered

For each value, we've created example behaviours to help you understand our expectations in more detail. This role is at **staff** level.

**Essential knowledge, experience and skills including qualifications and professional membership.**

### **Knowledge & Experience**

- Demonstrable experience preparing high quality reports/briefs for a broad range of audiences.
- Experience undertaking independent research and analysing your findings.
- A basic understanding of branding, property management and the commercial aspects of property development

### **Skills**

- Effective communication and interpersonal skills to engage with a diverse range of stakeholders and community members.
- Ability to influence and negotiate effectively.
- Exceptional writing skills, adopting a style that is concise & engaging.
- Strategic thinking and problem-solving abilities to navigate complex challenges.

### **Qualifications**

- Membership to a professional body (e.g., IRPM, RICS, CIH) is desirable