



# Head of Customer Services Recruitment pack

June 2026



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# Welcome letter

Thank you for considering this key role with us here at Berneslai Homes. I hope this pack provides useful insight into who we are and what we're seeking in our new Head of Customer Services.

At Berneslai Homes, we're responsible for managing around 18,000 homes on behalf of Barnsley Council. We support tenants and work together to create thriving communities.

We're a key community anchor organisation with a strong reputation and high visibility across our neighbourhoods. Our heritage is one of deep roots in the past but with eyes on the future - we're passionate about changing people's lives for the better.

Ensuring that the Tenant Voice is heard and is central to our strategic thinking and operational service delivery is critical to ensure that everyone has a great place in which to live and thrive.

We're extremely proud that Barnsley Council, in partnership with Berneslai Homes, became the first local authority partnership in the UK to receive a top-tier C1 grading from the Regulator of Social Housing, recognising our delivery of high-quality housing services, strong tenant engagement, and effective governance. You can read about this on our website.

The environment for social housing providers continues to present significant challenges. At Berneslai Homes, every team member is committed to living our core values - the '3 Cs': Customer First, Can Do, and Curious. These principles are embedded in everything we do, and it's essential that you can demonstrate them in your role.

As Head of Customer Services, you'll work closely with the Executive Management Team and play a key role in the Senior Management Team to ensure that strategic and local objectives are achieved for our tenants and the wider community.

Should you require more information, please do not hesitate to contact our key contact - details can be found on page 5 of this pack.

Best wishes,

**Dave Fullen**

Executive Director of Customer and Estate Services



# Your application

Thank you very much for your interest in this position at Berneslai Homes.

On the following pages you'll find further details of the role and the selection process to assist you in completing and tailoring your application.

To apply, we'll need the following from you:

- An up to date CV setting out your career history, with key responsibilities and achievements. Please also include details of all roles that you currently hold.
- A statement of suitability (no longer than two pages) explaining:
  - Your motivation for applying for this role.
  - How your personal skills, qualities, and experience provide evidence of your suitability for the role with particular reference to the information included in this pack.
- Your home, mobile, and email contact details, and let us know of any dates when you're not available or if you may have difficulty with the indicative schedule.
- The names, positions, organisations, and contact details for two referees - one should be for your current or most recent position. We wouldn't approach these referees before the shortlist stage, and only with your permission. If you don't want us to approach your referees at any stage, please state this clearly.
- In addition, to be considered for the role, you'll be asked to complete a diversity monitoring form.

Please send the above to the People Team by emailing [recruitment@berneslaihomes.co.uk](mailto:recruitment@berneslaihomes.co.uk) by Monday 22 June 12 noon.

If you'd like a confidential discussion about this opportunity, please email Sarah Barnes, Head of Customer Services [SarahBarnes@berneslaihomes.co.uk](mailto:SarahBarnes@berneslaihomes.co.uk)

# Key dates and selection process

The key dates for the recruitment schedule are detailed below.

Closing date 22 June 2026 at 12 noon

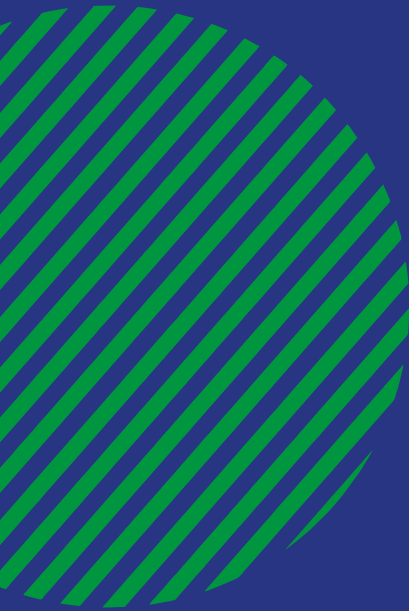
Preliminary interviews with the Head of Customer Services and the People and Culture Manager w/c 6 July 2026

On site interview and presentation to Executive Director of Customer and Estate Services, Head of People and Culture, and Head of Customer Services w/c 27 July 2026

On site panel discussion with tenant representatives. w/c 27 July 2026

If you're unable to attend meetings on any of the indicative dates above, please contact Sarah Barnes by emailing [SarahBarnes@berneslaihomes.co.uk](mailto:SarahBarnes@berneslaihomes.co.uk) before making an application.





# About us

Berneslai Homes is a local authority housing company, responsible for managing around 18,000 homes on behalf of Barnsley Council. We were established in December 2002 and employ over 500 colleagues.

## Our vision and values

Our vision is: Creating great homes and communities with the people of Barnsley.

Everyone who works for Berneslai Homes embraces our 3Cs values and applies them to their role:



Our Strategic Plan 2021-31 'Roots in the past, eyes on the future', focuses on how we can build for the future by supporting our local communities, listening to our customers, and keeping an eye on the external environment, assessing and acting on the challenges and opportunities we face.

# Job description

## Head of Customer Services

### Salary

£68,076 to £73,366

### Responsible to

Director of Customer and Estate Services

### Directorate

Customer and Estate Services

### Supervisory responsibility

See structure on page 16

### Budget responsibility

Team budgets c. £1.73m

### Purpose of post

Work closely with the Executive Management Team to deliver the company's Strategic Plan and drive continuous improvement across customer services, engagement, insight and lettings.

As strategic lead, you'll ensure:

- Strong regulatory compliance (Consumer Standards, Housing Ombudsman Code).
- The tenant voice is central to strategy and service delivery.
- Delivery of the organisation's Strategic Plan and improvement priorities.
- Effective advice to EMT, Board, and Council.
- Effective operational delivery and strategic review of the Council's Lettings Policy through the Homeseeker Lettings Service and in line with the Housing Register.

In addition, you'll also:

- Deputise for the Executive Director of Customer and Estate Services as needed, including attending EMT, Committee, and Board meetings.
- Contribute to the overall management and direction of the Customer and Estate Services Directorate, in line with the organisation's culture and values.

# Duties and responsibilities

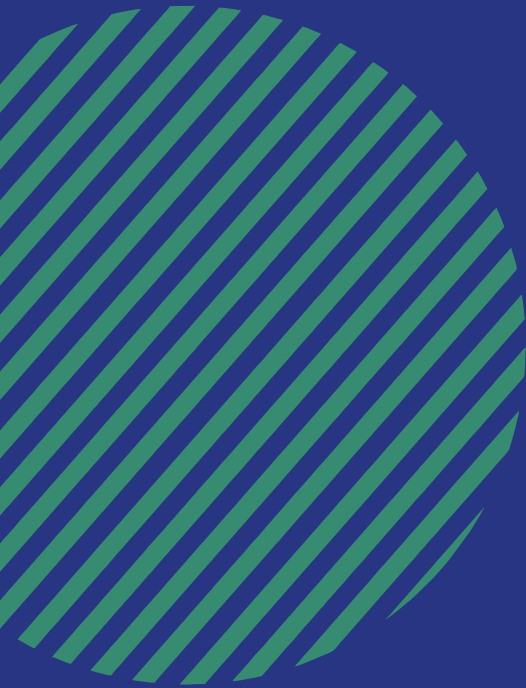
As part of the Senior Management Team:

- 1 You will maintain a high level of understanding on Housing Law and Codes of Practice in relation to Social Housing and in particular Allocations, Complaint Handling and Consumer Standards.
- 2 Act as 'customer champion' and lead on customer EDI ensuring inclusive, accessible services and addressing inequalities.
- 3 You will develop strategies, policies and services to ensure we respond effectively to complaints, that there is timely resolution and redress and ensure effective systems are in place for audit and monitoring purposes.
- 4 You will be responsible for our Resident Engagement and Insight Strategy, Customer First Strategy and BMBC Lettings Policy and that these are developed, monitored and reviewed in partnership with our customers and the council.
- 5 You will stay abreast of the external environment and scan the horizon for potential and actual risks within the scope of the job role, maintaining a high level of external focus; being aware of innovation and opportunities that can support, and risks that can challenge the delivery of the company's strategic objectives.
- 6 You will ensure that this customer insight is effectively reported to the Board and used to develop the Strategic Plan and operational responses.
- 7 Ensure compliance with corporate policies, health and safety, equality diversity and inclusion to support wider organisation objectives. Assess and manage risks and opportunities, promoting best practice.
- 8 You will ensure we have an effective co-regulatory regime which is focused on achieving positive outcomes is in place and developed between the company and its customers and enhances transparency, tenant influence and accountability.
- 9 You will be responsible for the ongoing strategic and operational review of relevant policies and ensure approvals and implementation are made in line with requirements.
- 10 Lead the strategic development and operational delivery of customer services including engagement, insight and lettings, ensuring alignment with the company's Strategic Plan.
- 11 Drive transformational initiatives and continuous improvement, adapting services to meet changing customer and community needs.
- 12 Oversee legal compliance, governance and assurance across all services areas. Champion a customer-centric approach, ensuring services are designed and deliver on customer experiences and feedback.
- 13 Build and lead high performing, diverse teams, fostering a culture of professionalism and continuous improvement. Lead major change programmes including new business initiatives, IT developments and process improvements to enhance service efficiency and effectiveness.
- 14 Manage substantial budgets and resources ensuring value for money and financial stability. Monitor, review and report on performance data, trends and risks using insights to drive service improvements and maximise revenue.

To comply with the following corporate responsibilities:

- 1 To ensure a customer-focused approach is adopted in all aspects of the service.
- 2 To ensure that the needs of customers both internal and external are met by providing the best quality of service.
- 3 To assist in the development of and implementation of good working practices in line with Berneslai Homes Health and Safety and Equality and Diversity policies.
- 4 To deal with sensitive information with regard to confidentiality, data protection and freedom of information.
- 5 To maintain information systems in line with service requirements.
- 6 To participate in the identification of training requirements and undertake training and development in line with agreed Personal Development Reviews (PDRs).
- 7 To ensure a pro-active approach is taken to equality and diversity issues.
- 8 To attend meetings/team briefings/staff conference as and when required with internal and external bodies.
- 9 To provide support to other members of the directorate as required.
- 10 To effectively communicate Berneslai Homes Core Competences.
- 11 Ensure compliance with Berneslai Homes Financial Regulations.
- 12 To be willing to work outside normal office hours should the situation arise.
- 13 To undertake any other duties commensurate with the grade and falling within the scope of the post as requested by management.





# Employee specification

## Qualification requirements

Number	Criteria	Measured by
1	A relevant degree or equivalent level of knowledge gained through work experience.	CV
2	Strong governance knowledge across the broad spectrum of corporate governance, regulatory compliance, information governance, risk management and assurance.	CV
3	Strong knowledge of legislation and codes of practice relating to the remit of the post and specifically to Social Housing Allocations, The Housing Ombudsman Code and the Consumer Standards issued by the Regulator for Social Housing.	Interview/CV

## Inspirational attitude

Number	Criteria	Measured by
4	An inspirational leader that leads by example to create a positive working environment that instils confidence and earns respect of staff and colleagues.	Interview
5	Personal and professional credibility, and a high level of probity and integrity.	Interview

## Achieving a high performance culture

Number	Criteria	Measured by
6	Experience of working in a fast-paced environment with the ability to demonstrate a high degree of resilience.	Interview/CV
7	Highly organised, with the ability to work autonomously at a senior level and uphold professional standards.	Interview/CV
8	Proven ability to develop and manage a high-performance culture focused on continuous improvement.	Interview/CV

## Change and innovation

Number	Criteria	Measured by
9	A track record of successfully developing and implementing change, new initiatives and improving processes and procedures for the benefit of the organisation and customers.	Interview/Assessment
10	Ability to analyse and interpret complex qualitative and quantitative data, draw conclusions, and present findings compellingly to suit various audiences.	Interview/Assessment
11	Ability to think and plan strategically, adapt positively to change, and drive strategies to successful completion.	Interview/CV

## Development of people

Number	Criteria	Measured by
12	Strong commitment to personal development for self and others.	Interview/CV
13	Excellent leadership, coaching, and management skills with a collaborative, yet constructively challenging, approach.	Interview/CV

## Managing resources

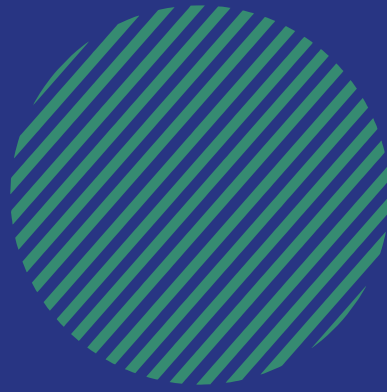
Number	Criteria	Measured by
14	Proven ability to effectively manage budgets ensuring Value for Money is achieved.	Interview/CV
15	Ability to lead on the development and implementation of an effective Performance Framework and IT systems to meet the needs of the business.	Interview
16	Competent in MS Office (Word, Excel, PowerPoint, Outlook).	CV

## Customer Focussed

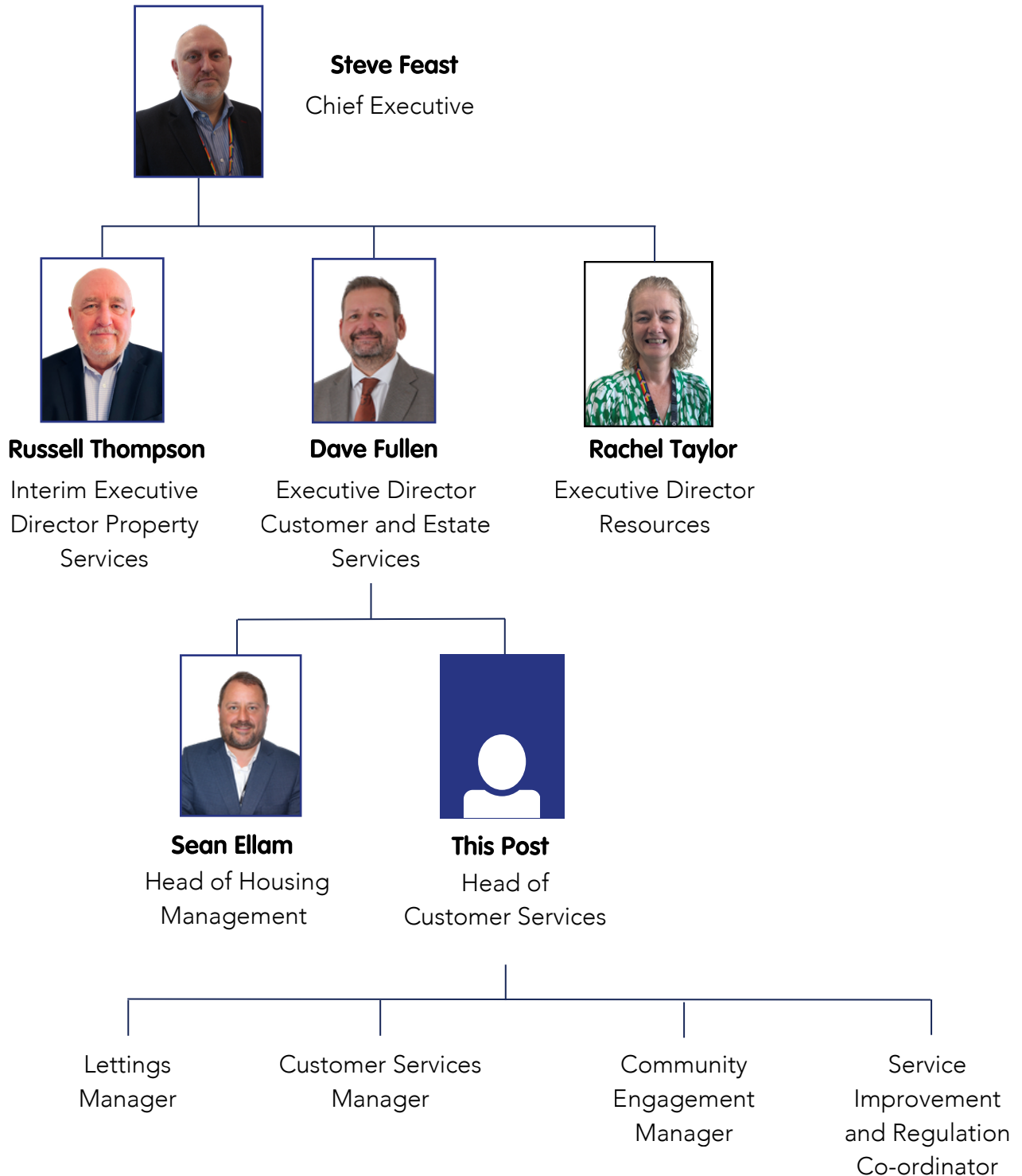
Number	Criteria	Measured by
17	An understanding and commitment to equality, diversity and inclusion in the workplace and in service design and delivery.	Interview
18	Ability to travel as necessary to meet the needs of the post.	CV
19	Able to work flexible hours to meet the needs of the service.	CV
20	Customer-focused, skilled at removing obstacles to deliver exceptional service.	Interview

## Communication

Number	Criteria	Measured by
21	A strong written/verbal communicator with excellent presentation skills, with the ability to contribute to Board-level discussions, and able to explain complex concepts clearly and coherently to a range of audiences.	Assessment/ Interview
22	Proven ability to build lasting, trusted relationships with internal and external stakeholders.	Interview
23	Effective at networking and influencing at all levels.	Interview



# Management structure



# Key terms and conditions



## Annual leave entitlement

You'll have the opportunity to take up to 36 days leave, plus bank holidays.



## Car usage

Mileage rates are payable in line with HMRC's approved mileage rates (currently 45p per mile).



## Place of work

This post is based at Gateway Plaza, Barnsley. You can however work on an agile basis, including from home, in accordance with the requirements of the service.



## Probation and notice period

The probation and notice period are six months and three months respectively. The probation period does not apply to existing employees.



## Pension

Your pension will be with South Yorkshire Pensions Authority, with a current employer rate of 10.1%.



## Professional fees

There is the opportunity for your annual fees to be paid to one professional body.



## Hours of work

We offer a standard working week for full time employees of 37 hours. Due to the seniority of the post, there is a requirement for flexibility to meet responsibility needs.



## Parking

Free parking is available at our Gateway Plaza office in Barnsley Town Centre.



[www.berneslaihomes.co.uk](http://www.berneslaihomes.co.uk)



Berneslai Homes Limited is a company controlled by Barnsley Metropolitan Borough Council. A company limited by guarantee, registered in England and Wales, number 4548803  
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