

Viewpoint Housing Association (VHA) is a registered non-profit making organisation providing a range of general needs housing, supported housing and care services for older people in Edinburgh, the Lothians and Fife. With an annual turnover in excess of £18m, we own 1340 properties across the areas with two care homes in Edinburgh.

Established in 1947, our primary objective is to improve the quality of life and well-being of our tenants and care home residents through promoting independence, enabling choice and offering peace of mind in a safe, secure and supported home. VHA's continued strong financial performance provides the platform on which we want to achieve the right balance of investing in our existing homes and services whilst offering our tenants and residents excellent value for money.

Our customers are at the heart of what we do, and we are continuing to develop a culture of continuous improvement in the services we deliver.

In this role as Strategic Development Manager you will have the gravitas to influence and make strong and informed business decisions, contributing towards shaping a new business strategy beyond 2026 with a focus on a desire to progress with the challenge of upgrading existing homes to meet net zero emission targets.

In the wake of increasing environmental concerns and the global shift towards sustainable practices, this role has emerged as a crucial position and should have knowledge spanning across assets and financial investment. It combines financial expertise with a deep understanding of environmental, social, and governance (ESG) factors to drive sustainable investment strategies.

You should have excellent communication skills, be motivated to manage our strategic ambitions, have experience in delivering change and have a passion for the built environment and sustainability.

Job Title	Strategic Development Manager
Reports To	Director of Assets
Department/Section	Assets
Location	Head Office, 4 South Oswald Road, Edinburgh
Date	January 2026

### Job Purpose

The Strategic Development Manager will report directly to the Director of Assets, and be a member of the Leadership Team, contributing towards to the strategic direction, effective governance and leadership of Viewpoint Housing Association (VHA) to ensure that as an organisation, we can achieve our vision, mission and aims.

You will be a highly resourceful individual with strategic vision and business acumen, proven depth and breadth of functional expertise, strong personal ownership and excellent collaboration skills. You will work closely with the Director of Assets to develop our strategic plan to achieve its ambitious Net Zero target addressing energy efficiency and fuel poverty across our stock.

This role requires an experienced professional with a strong background in assets, energy management and a passion for sustainability. You will have successfully developed and implemented energy efficient strategies and managed investment programs and will be equipped to lead the association's strategic approach to delivering on future targets identified in our ambitious Net Zero 2045 roadmap.

You must have the ability to influence and inspire others and excel at building relationships with stakeholders, leading strategic development plans, and presenting complex data in a clear and impactful manner.

The role requires a skilled communicator, capable of producing detailed technical and non-technical reports and influencing external funders to support our traditional approaches to foster innovation.

### Key Responsibilities

#### Strategic

- In conjunction with the Executive Team and colleagues at all levels to contribute to the overall business planning and future vision by supporting the ongoing development and implementation of VHA's strategic plan.
- To advise the Director of Assets and Board on specific aspects related to investment and sustainability, aligned with the delivery of VHA's Asset Management Strategy.
- Work with the Director of Assets to develop and regularly review a long term detailed and costed plan to meet the Net Zero standard within government target timescales. Translate high level goal into actionable plans.

- Ensure that our strategy and vision to transition to Net Zero are communicated, shared and understood at all levels within the organisation and are translated into agreed objectives and related internal plans in the assets area of responsibility.
- Interrogate future stock condition survey data alongside the Director of Assets to develop short-, medium- and longer-term investment priorities and to conduct options appraisals for under-performing properties.
- Collaborating with internal and external stakeholders, participating in industry events, and advocating for sustainable finance initiatives.
- Prepare and present reports to the Board on aspects of potential development and property management. Give advice and make recommendations to the Board and ensure decisions are satisfactorily implemented.
- Assess prospective development projects which will include new build development; refurbishment/reconfiguration of existing properties; net zero retrofits; off the shelf acquisitions; demolition and rebuilds. Prepare viability options and reports for Board.
- Accountable for project appraisals to assist with decision making on new business and investment proposals, identifying risks and enhancing controls.
- Appoint and coordinate design team consultants to ensure that developments meet the Association's requirements and that of any funders and other stakeholders.
- Liaise with funders (including Scottish Government and Local Authority partners) to secure and drawdown grant funding, ensuring all necessary information, reviewing design information, identifying and mitigating risk, monitoring project costs, timescales and quality and providing regular updates to the Board.
- Work with legal teams as required to acquire and dispose of any land and/or property.
- GDPR compliance and Safeguarding for yourself.
- Ensure customers have opportunities to feed into the project associated with this role and that the feedback is used effectively.
- Participate as part of VHA's business continuity response team to major incidents such as fire and flood.
- To undertake any other duties within the scope of this role as required or as directed by the Director of Assets.

### **Asset Management**

- Work closely with the Director of Assets to ensure that all activities align to the development, operation, control and monitoring of a high standard of repairs and maintenance within the Association's properties and surrounding environments.

- Implement any relevant policies and review procedures in relation to these responsibilities in an effective and sensitive manner with particular reference to meeting corporate objectives.
- To ensure, in conjunction with other staff, that relevant asset information is communicated and promoted and where necessary views are sought and taken account of as appropriate.
- Developing reports and data relating to strategic asset management and investment performance.
- Responsible for providing assurance to the Board and Sub Committees through the provision of high-quality reports, financial and statistical information.
- Design and deliver customer focussed sustainable strategies to support the organisation and our tenants on the journey of disengaging with gas and developing options for affordable heating into existing stock that will meet EESSH 2, whilst considering the longer-term implications of Climate Change and the transition to Net Zero.

### **Customer Services**

- Contribute to any necessary changes in customer services to achieve improved communication and engagement with customers across our housing, care and support services ensuring efficiency in our delivery models.
- Embed an effective customer feedback system ensuring responses to customer feedback are consistent, responsive and adapt to lessons learned.
- Work in collaboration with existing and any new partners to ensure VHA's approach to customer service is informed by knowledge sharing and best practice.
- Maintain excellent performance and external validation for housing, care and support services and ensure customer satisfaction is high.
- Work collaboratively with the Leadership Team to identify opportunities for housing and care in line with our strategic vision for the future.
- Ensure customers are involved in decisions relating to their tenancy, their home and their neighbourhood.
- Lead on co-design and improvement planning of our business systems, data and processes, including implementing, developing and integrating these as required.
- Advise on the right structures and capabilities required to ensure these reflect the right delivery models for our services.
- Consider innovative approaches to recruitment and retention of front-line teams to support our business needs and future strategic direction.
- Ensure there is accurate and timely reporting of information to teams and Board and that there is a clear focus on quality and ongoing performance improvement.

- Achieve a high level of organisational effectiveness for housing, care and support, ensuring that business processes are well-designed, and technology is used to maximise efficiency.
- Contribute to the development and implementation of policies, procedures and service quality standards reflecting the provision of an excellent service, including arrangements for quality assurance, monitoring and review.
- Report to the Director of Assets, Board and Committees as required, including assessment and appraisal of proposed projects, reports on developments and project progress and performance monitoring.

**Viewpoint's Behaviours – you are expected to live our workplace behaviours:**

- Be someone who will epitomise our values, who makes good strategic business decisions and understands what is happening on the frontline and is comfortable engaging with our tenants and residents.
- Foster a culture that deals with problems quickly, minimises errors and rectifies them promptly when they occur.
- Be a strong communicator and through policy and research act as a key influencer in supporting Viewpoint's commitment to independent living, inclusive design and fully accessible homes.
- Be a role model for staff and stakeholders, showing energetic, determined, flexible and positive leadership that will support our organisational aims and outcomes.
- Adopt a flexible leadership style with the ability to challenge as appropriate and able to give and receive constructive feedback.
- Embed a coaching culture within your areas of responsibility that upholds the values of the organisation.
- Provide clear, authoritative and impartial advice and interpretation of complex situations.
- Continuously monitor your area of responsibility and identify areas for improvement and organisational learning.

**Viewpoint's Values – you are expected to live our workplace values:**

- Inspire with positive smiles and words.
- Say 'yes I can, and I will'.
- Celebrate age, experience and wisdom.
- Do according to our customers' wishes and ambitions.
- Treat people (everyone is a VIP) as we would a "loved one".
- Work hard, have fun and laugh.
- Stay courageous, creative and ahead of the game.
- Work with those that share our values.

# PERSON SPECIFICATION

## Strategic Development Manager

	Value of Criteria		Assessed at			
	Essential	Desirable	Application	Interview	Test	Presentation
<b>QUALIFICATIONS &amp; EXPERIENCE</b>						
Educated to degree level or relevant technical qualification in a building discipline.	✓		✓	✓		
At least 3 years' experience in a social housing/asset management role.	✓		✓	✓		
Membership of related professional body (e.g. RICS).		✓	✓	✓		
Strategic project management experience.	✓		✓	✓		
Evidence of Continuing Professional Development.	✓		✓	✓		
Experience of managing large Asset Management portfolios with a good understanding of business organisation and experience of delivering results.	✓		✓	✓		
Experience of engaging with customers (including communications, complaint resolution and system improvement).	✓		✓	✓		
A sound understanding of the legal and financial aspects of property projects and transactions with strong data analytical skills.	✓		✓	✓		
Experience in financial planning and budget management.	✓		✓	✓		
Extensive experience in managing all aspects of tenant and property health and safety compliance.	✓		✓	✓		
<b>KNOWLEDGE, SKILLS &amp; ABILITIES</b>						
Strong evidence of driving customer service performance through application of effective service governance, planning, delivery and quality assurance.	✓		✓	✓		
Knowledge and understanding of Housing and Care legislation and regulatory requirements.	✓		✓	✓		
A strong understanding of energy efficiency, net zero targets and sustainability requirements in future proofing existing housing stock	✓		✓	✓		
A working and up to date knowledge of Health and Safety legislation, regulation and good practice for all areas of tenant and residents' safety and property management.	✓		✓	✓		
Technical expertise in the design and construction of buildings, ability to critically appraise advice from specialist technical advisors.	✓		✓	✓		
Good diplomacy, negotiation and interpersonal skills with the ability to build positive and effective relationships with colleagues, Board Members, contractors and external partners and contacts.	✓		✓	✓		
Knowledge, experience and expertise of delivering complex projects within clear financial parameters.	✓		✓	✓		
Excellent verbal, written and presentation communication skills and the ability to work effectively with a range of stakeholders both internally and externally and convey complex financial information simply and clearly.	✓		✓	✓		
Proficient IT skills.	✓		✓	✓		
Robust financial awareness to enable external funding opportunities.	✓		✓	✓		

Self-directed, highly motivated and results driven with the ability to multi-task in a fast-paced, environment with continued attention to detail.	✓		✓	✓		
Strong organisational and administrative skills, ability to prioritise with an analytical and innovative approach to problem solving with the ability to respond appropriately to a variety of situations.	✓		✓	✓		
Proven problem solving and strategic planning capability with creative skills and the ability to meet deadlines with the ability to cope with a varied workload and be able to handle change and prioritise work accordingly.	✓		✓	✓		
Effective leadership skills, able to build confidence and motivate and improve performance and foster a supportive culture.	✓		✓	✓		
Ability to network, build relationships and create successful partnership working opportunities.	✓		✓	✓		
Ability to deliver change using range of influencing, negotiation, facilitation, procurement and process skills.	✓		✓	✓		
Knowledge of GDPR and data protection legislation and guidelines.		✓	✓	✓		
<b>VALUES &amp; ATTITUDES</b>						
Strategic thinker, able to deliver a vision of the future organisation.	✓			✓		
Commitment to continuous improvement and excellence.	✓		✓	✓		
Embraces innovation solutions to enhance the customer experience.	✓			✓		
Highly self-motivated with effective leadership style and a self-managing "can do" attitude.	✓			✓		
<b>OTHER CONSIDERATIONS</b>						
Committed, flexible and adaptable approach to work requirements. Prepared to attend meetings and training outwith office hours. Be able to travel as required.	✓		✓	✓		
Valid driving licence and access to own transport for business use.	✓		✓			