Recruitment Pack

Head of Data Strategy and Business Analytics

gentoo

Great homes
Strong communities
Inspired people
for Sunderland

Welcome

Stephen Flounders

**Executive Director of
Regulatory
and Business Services**

**Thank you for expressing your interest in this great new opportunity
as Head of Data Strategy and Business Analytics at Gentoo.**

Gentoo was formed in 2001 on the transfer of Sunderland City Council's housing stock to form
Sunderland Housing Group. Over 36,000 properties were transferred which was the largest
transfer of local authority housing stock in England at the time. Gentoo is a key partner in the City
of Sunderland and we are committed to playing a big part in Sunderland's vision of a healthy,
dynamic and vibrant city.

Gentoo is a strong purpose driven, charitable organisation who provide more than 60,000 people
in the City of Sunderland with a place they can call home. These customers rely on our services
and we are passionate about delivering these services in the most effective and efficient way,
ensuring quality and value for money for our customers. We put our customers at the heart of
everything we do.

In this key leadership role within the newly formed Business Improvement, Change and
Technology Team you will establish the Group as a leading, well governed, data-driven housing
association. Delivering on our corporate strategy you will use business insights to improve
services, ensuring value for money, creating better experiences for customers and colleagues.

There has never been a more exciting time to join Gentoo. Working with key stakeholders across
the Group, you will develop and oversee the implementation of the Group's data strategy,
business analytics and reporting framework.

This is a real opportunity to lead Group's business analysis and data analytics team to focus on
improvement and make a real difference for our Customers and Colleagues. As a thought leader
on data and reporting you will inspire others through confident, positive, and visible leadership.

Data and insight driven you will work at pace and not shy away from challenging conversations -
always with our values and customers at the heart of what you do.

Stephen Flounders
Executive Director of Regulatory
and Business Services

About us

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We are a values-led, charitable organisation that provides more than 60,000 people in Sunderland with a place they can call home.

We have a clear vision and a social purpose. We believe that everyone has the right to live in a good quality home that they can afford.

We invest millions of pounds every year to keep our existing homes safe, secure and compliant. We also play our part in helping to deal with the UK housing crisis by building hundreds of new, modern homes for rent in Sunderland.

Working for us

At Gentoo we employ more than 1,000 people in more than 200 different job roles. Each one is rewarding and challenging. We are proud to make a difference in our communities and to our tenants' lives.

We are one of the largest employers in Sunderland, and a leading provider of social housing in the North East.

The health and wellbeing of our colleagues is our priority. We acknowledge a healthy and happy workforce contributes to a positive working culture.

Reward and recognition

Our primary purpose is to support and strengthen our local communities by providing great homes to our customers. It is important for us to be able to reward our colleagues who make this happen. We are proud to have been awarded Investors In People (IIP) Gold status in recognition of our commitment to our people. We are now on our journey to achieving IIP Platinum status. We are also part of the Living Wage Foundation to ensure all our colleagues are paid fairly for the work they do.

We know our success is down to our people. So, we like to reward our staff with great benefits. These include a competitive salary and pension scheme, flexible working, and generous annual leave entitlement. We also reward good attendance with one extra day of leave given for your birthday.

The benefits we provide are:

30 days holiday and 12.30pm finish on Friday

Life assurance up to 3x basic salary

Car mileage allowance and Electric Vehicle Lease Scheme

Enhanced Family Friendly leave entitlement

Health cash plan

Cycle to work scheme

Defined Contribution Pension scheme

Access to an online portal of retail discounts and cashback

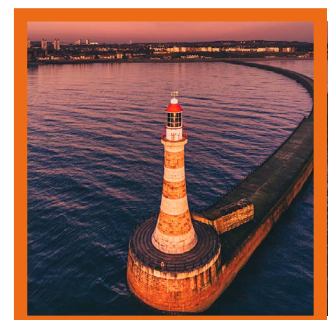Employee assistance programme offering 24/7 confidential support

Who we are

Our vision

Great Homes
Strong Communities
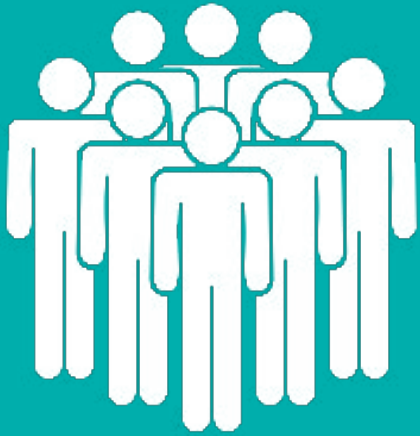Inspired People
For Sunderland

Our values

We care about people

We take accountability

We shape the future

We bring leadership

We deliver

Our performance

You can read our annual documents here.

Our performance

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1,000 + employees

£4.3 million surplus

£166 million turnover

Net assets £599 million

About the role

Role:

Head of Data Strategy and Business Analytics

Purpose of the role:

This role is a key member of Gentoo's Business Improvement, Change and Technology Team. The position is responsible for developing and overseeing the implementation of the Group's data strategy, business analytics and reporting framework. The position will establish the Group as a leading, well governed, data-driven housing association which uses business insights to improve services, ensuring value for money, creating better experiences for customers and colleagues.

Responsible to:

Director of Business Improvement and Change

Group responsibilities:

The post holder will act as an ambassador for Gentoo Group.

Gentoo is committed to equality of opportunity and to eliminating discrimination. All employees are expected to follow the Group's Values and Values in Action, our Values are:

- We care about people
- We take accountability
- We shape the future
- We bring leadership
- We deliver

The post holder must always comply with the Equality and Diversity policies and adopt the Group's culture of inclusion, fairness, and respect. The post holder will be expected to understand inclusivity in relation to age, disability, ethnicity, gender, gender reassignment, religion and belief and sexual orientation.

The post holder must always comply with the health and safety policy and procedures and must draw to their manager's attention any unsafe working practice and conditions.

The post holder will comply with the Information Security policy and must draw to their manager's attention any security breaches.

The Group places great importance on sustainability and environmental management. It is the responsibility of the post holder to ensure that in their day-to-day activities they embrace sustainability and minimise the Group's impact on the environment by minimising waste and maximise recycling, saving energy, and travelling smarter.

About the role

Attributes and behaviours

- Strong business acumen, integrity, and personal values.
- Is a thought leader on data, reporting and other relevant matters of expertise.
- Is able to apply analytical and creative thought, using data and insights to solve problems for a range of stakeholders.
- Able to motivate and inspire teams where there is and is not a direct reporting relationship.
- Inspires others through confident, positive, and visible leadership.
- Has impact and makes things happen.
- Is resilient and able to operate in a challenging environment.
- Excellent verbal and written communications, presentation, and interpersonal skills.
- Utilises and enthusiastically sponsors technology.
- Values and drives equity, diversity and inclusion of people and thought.
- Engages openly and transparently at all levels.

Experience and knowledge

- Thorough understanding of designing and implementing data and reporting strategies.
- Proven track record in data governance and management, leadership, data strategy and data reporting and analytics tools.
- Experienced in transforming and modernising existing data and reporting practices to create a leading approach to data and reporting that enables service improvements to be made based on insights and data-driven decisions.
- People management and team leadership experience.
- Strong communication, facilitation and issue resolution skills to make the business case for data management, secure Group-wide alignment and resources to drive through data management initiatives.
- Experience of working with third parties and engaging resources outside of direct control to achieve objectives.
- Experience of using business improvement tools and techniques to drive value for money within a business.
- Relevant qualifications, training and memberships would be advantageous, including:
  - a degree in a relevant subject area
  - certification as a Certified Data Management Professional
  - project management and business improvement tools and techniques, such as Agile, Scrum, Lean and Six Sigma
  - understanding of data related software and tools such as data governance platforms, data cataloguing tools, or SQL for data manipulation
  - understanding of machine learning or AI.

# Job description

Principal accountabilities:

1. Playing a key role in enabling the Group to implement the requirements of its corporate strategy and enabling strategies by developing the Group's holistic data strategy including a system of well-managed and trusted data assets, along with a data analytics platform that improves data driven decision making across the organisation.

• Developing and overseeing the implementation of the Group's data and reporting strategy framework, ensuring the Group has effective arrangements for ownership, organising, storing, and analysing data. Ensuring the Group's data and reporting strategy framework is based on sound data governance principles, including:
   • arrangements that take account of all data assets
   • arrangements that make all data owners responsible for the governance of their data in accordance with established principles
   • arrangements for embedding data governance into the day-to-day operations of all colleagues.

2. Defining the roles and responsibilities across the Group in relation data governance, ensuring accountability for the ownership, management and stewardship of the Group's data is clearly defined, documented and communicated to relevant colleagues.

3. Lead the Group's business analysis and data analytics team to:
   • Align business improvement activities (project and business as usual) to the Group's strategic direction and goals.
   • Understand the needs and requirements of our Customers, Colleagues and external Partners.
   • Drive data driven decision making through all business and improvement activity – focusing on the "problem" to be solved.
   • Work with key business stakeholders and in collaboration with the IT Team deliver the Group's data and reporting strategy.

4. Establishing and chairing a Data Steering Group as a key decision making body, that oversees the implementation of the Group's data and reporting framework.

5. Establishing the requirements for and having oversight of operational data groups and ensuring those groups have clearly defined and documented terms of reference.

6. Working alongside the Group's IT Team to develop the Group's requirements for an enterprise data warehouse that encompasses internal data sources and external data resources.

7. Working alongside the Group's IT Team to establish the requirements for ETL processes that enable the Group to gather and transform information, resulting in data that is of reliable quality, is cleansed of errors and inconsistencies.

8. Establishing the Group's requirements for processes that resolve data integrity issues at source, ensuring the Group has adequate arrangements for data cleansing.

Job description

Principal accountabilities (continued):

11. Establishing the requirements for the periodic reconciliation of core data and providing advice and guidance to operational data groups and key stakeholders on those requirements.

12. Working alongside the Group's IT Team to oversee and govern the Group's data dictionary, enabling the Group to catalogue and communicate the structure and content of its data, and providing meaningful descriptions for individually named data objects.

13. Assisting with the creation of a suite of dashboards using data visualisation tools to facilitate real-time analysis and data insights, enabling business areas to "self-serve" on specified reporting with confidence in the accuracy of data.

14. Investigating, evaluating, and recommending data analysis tools that can improve business performance, and develop plans to introduce these new services.

15. Promoting a continuous improvement approach to how the Group manages its data, enabling the Group to adapt to advances and changes in technology and data analytics, and to respond to identified weaknesses and risks to its data and reporting strategy framework and management of data.

16. Acting as a subject matter expert on relevant projects to ensure requirements in relation to data are incorporated into such projects at all stages, and that risks to the Group's data are identified, assessed and managed appropriately throughout the project.

17. Establishing requirements for periodic audits of the Group's data and how the requirements of the Group's data and reporting strategy framework are being met, ensuring such audits are undertaken as required.

18. Establishing and documenting the training requirements for colleagues across the Group, ensuring colleagues with responsibilities under the Group's data and reporting strategy framework are provided with the necessary training and information.

19. Assisting the Governance Team when required in relation to possible data breaches, subject access requests and other data protection matters.

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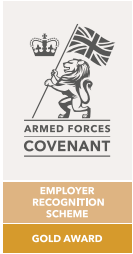
Further information on our current vacancies can be found at
www.gentoogroup.com/careers

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