

People Director

Business Unit	Business Operations
Reports to	Executive Director of Business Operations
Direct Reports	Head of People Support Head of People Experience

August 2025



Role Purpose (Your Mission)



- 1 Lead and develop the People function:** Support and work with the people teams so that they are unified and aligned in supporting the delivery of a people exp. that makes our colleagues happy and sets them up to deliver at their best for our customers
- 2 Implement, Lead and Drive Strategy:** Turn our people strategy into action, prioritising initiatives that enhance the employee experience and ensuring a focus on how we measure impact.
- 3 Drive Culture and Employee Experience:** Partner with your peer Director group, as well as Senior Leadership team to influence organisational behaviours and ways of working, ensuring a cohesive approach to a positive employee experience.
- 4 Lead Key Strategic People Initiatives:** Oversee key initiatives such as our pay and reward strategies, organisational design, leadership development, effective trade union negotiations, and strategic ER support.
- 5 Develop our Employer Brand:** Develop and build our employer brand so that we have an attractive external proposition that feels real and authentic to existing colleagues

Role Profile (Your Responsibilities)

Strategic Leadership	<ul style="list-style-type: none">• Role model what excellent leadership looks like, coaching and supporting other, as well as building the wider organisational capability aligned with our leadership principles• Develop the capability of the Heads of service and people teams
Performance and Productivity	<ul style="list-style-type: none">• Ensure that performance frameworks in place are effective at achieving accountably and excellence and focus equally on the 'how' aligned with our culture, values and ways of working• Drive improved efficiency across the business targeting areas where measurable improvements can be made through sickness, engagement, ER cases etc
HR excellence	<ul style="list-style-type: none">• Ensure compliance with employment law and HR policies.• Leverage data and technology to optimise people operations and decision-making. Triangulate data to create insight and use this as a real driver to target improvement and prioritise where we spend our efforts
Talent and Reward	<ul style="list-style-type: none">• Oversee talent acquisition, onboarding, and succession planning, particularly ensure that our practices align with our EDI ambition and this is anchored in its importance with all our people practices• Ensure that our pay and reward packages are effective and support retention, support colleagues feeling valued and are clear and transparent
Organisational Design	<ul style="list-style-type: none">• Support the business to develop the organisational design linked to our Target Operating Model• Ensure that we are designing how teams need to work differently aligned to our service transformation work and updated customer journeys and challenging how we can be both efficient in terms of cost and effective in terms of strong customer satisfaction
Culture and communications	<ul style="list-style-type: none">• Ensure that our people experience aligns closely with our EDI ambition that spans colleague and customer and lead specific priorities on areas that need focus and improvement• Ensure that there is fluency and alignment between our internal communications and engagement and what colleagues need to hear, see and feel and how that translates into our customer experience. Bringing to life a 'customer centric' mind-set in all that we do
Agile HR	<ul style="list-style-type: none">• Understand and address employee pain points, align employee and customer experiences, and deliver excellent people services.• Make sure that all of our work has a clear change management approach that starts with the 'why', what we want to see different, how will we know when we have got there and how will we measure our success and impact

Person Profile (Your Success)

Our team will review your application, including your CV, in line with the person profile detailed below. Applicants invited to interview stage will have successfully demonstrated their suitability in line with the essential criteria below and will be required to evidence formal qualifications.



Essential (must have)

- Proven experience in a senior HR leadership role, ideally within a complex or fast-paced environment.
- Experience in delivering strategic people support; Organisational Design, Leadership Development, Pay, Reward and Talent
- In-depth knowledge of employment law and HR best practice and emerging trends.
- Strong Change Management and Transformation experience
- Motivating and inspiring leadership skills.
- Excellent communication and interpersonal skills, with the ability to bring key messages to life
- Strong strategic thinking with the ability to translate vision into action.
- Commercial acumen and data-driven decision-making
- Tech Savvy – Knowing what technology is available to that will help improve the employee experience, including but not limited to AI
- Data Driven – Using data to drive decisions, measure impact and deliver insight

Desirable (should have)

- Have developed a modern People Operating model, using agile principles
- CIPD qualification
- Degree level qualification
- Experience working in a unionised environment
- Experience with Employment Tribunal processes and legal claims.

Corporate Values & Leadership Principles



Values

1. We delivery for our customers, every time
2. We Learn and grow together
3. We value and celebrate difference.



Leadership Principles

Set the weather	Being a visible role model and creating an environment that is constructive, and solution focused
Aim high	Having (and setting an expectation of) high standards and ensuring that teams work well together to achieve this and are clear and accountable for the part they play. #nosilos
Lead with heart as well as head	Leading with warmth, empathy and kindness, showing understanding to others and making sure people feel heard.
Unshackle Our People	Getting the best out of our people, giving teams freedom to help make decisions that are in the best interests of our customers.
Keep it simple	Cut the c***! We crack on and make things happen, keeping things simple and straightforward.
Face into tough choices	Facing into the tough decisions we may need to make, making sure we communicate well and explain the 'why'; being more commercial in our approach, so that we can invest and do more for our customers.

You will be a star performer in this role if you...

- Are a thought leader and want to bring in external thinking from a range of sectors
- Get a buzz out of getting the best out of others, not thinking you personally have to have all the answers
- Like to try things out, even if you fail
- Like to use data to help understand what's happening and measure impact
- Have superb stakeholder management skills
- Have a leadership style which is positive, engaging and solutions focussed

This isn't your dream job if you...

- Have a traditional view of HR, Change, or Marketing and want to follow a fixed approach
- Like an easy life and only taking on one thing at time
- Can't deal with ambiguity
- Like everything to happen in a neat order
- Don't have a curiosity as to how the business works and how you play a wider role with a team of strong Directors



Why work for us

At Incommunities we offer jobs with real social purpose.

You'll be part of a multi-skilled workforce dedicated to providing great homes, communities, and services, all whilst achieving your own goals of developing as a person, colleague, and team player too.

We want everyone to feel empowered to bring their best self to work – that's why we provide opportunities to learn and grow, lots of flexibility, and great benefits so we can support you in your life and your career.

We know inclusion is not just about considering protected characteristics, such as disability, gender, age or sexuality, it's about embracing the differences of thought, experience, and perspectives of everyone, and we are working hard to ensure all colleagues feel they belong.

Equity, diversity, and inclusion are important to us, and we proactively seek people to come and work with us from all backgrounds. We welcome and need people bringing different experiences and perspectives and work hard to provide an environment where all colleagues can be their true selves.

As a Mindful Employer, we have committed to working towards better mental health in the workplace and are determined to deliver a culture of physical and mental wellbeing openness and support.



What we can offer you

- A supportive culture that values employees work life balance by offering flexible and hybrid working
- Training, development, and funded qualification opportunities
- Access to an Employee Assistance Programme which includes help with medical, financial, and legal information, plus counselling and relationship support
- West Yorkshire Pension Fund membership
- An excellent holiday allowance which increases the longer you work with us
- Cycle to work scheme
- Local gym membership discounts
- A team of trained Mental Health First Aiders who are available for colleagues to contact for support



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