

thirteen

Homes. Communities. Support.



Customer Experience Director

Candidate Pack

Location: Middlesbrough (Hybrid working)

Salary: £108,990pa | Generous pension

Welcome from Serena Heathcote



Thank you for expressing your interest in becoming our new Customer Experience Director.

We're a customer-focused housing association providing housing and support services across the North East, Yorkshire and Humber. Today, we own and manage more than 36,000 homes, with more than 1,600 colleagues supporting around 100,000 customers.

This is an exciting time to join Team Thirteen. We're delivering our Business Strategy, built around three priorities: happy customers, fantastic homes and brilliant people. We're also embedding our values of accountable, proactive, courageous and considerate in everything we do.

But we know there's more to do.

We're looking for a customer experience director who will drive strategic success by leading customer experience across the whole organisation. You'll ensure every service area

understands its role in delivering better customer outcomes. You will lead end-to-end journey improvement across core services, ensuring customer needs are consistently reflected in service design, communication, handoffs and frontline delivery.

You will champion data-led, customer-focused transformation by using insight, segmentation, complaints and feedback to improve performance, reduce avoidable friction and strengthen accountability across the organisation. You'll oversee customer involvement frameworks, support effective scrutiny and service enhancement, and create clarity, energy and empowerment so teams can deliver exceptional customer experiences.

If this sounds like the opportunity you've been looking for, I look forward to hearing from you.

Serena Heathcote
Chief Customer Officer



Who we are

We're a mid-sized housing association that provides around 100,000 people in the North East, Yorkshire and Humber regions with homes, support and opportunities to grow.

First things first – we're proud to put our customers at the heart of everything we do.

That means investing millions of pounds each year to keep our homes safe, secure and well maintained.

It means supporting people who need help to get onto the housing ladder, pay rent and to keep their home in good repair.

And it means building high-quality new homes for rent and shared ownership (we're a strategic partner in Homes England's Affordable Homes Programme).

But we don't just manage and build homes.

We help people into work and training.

We deliver services to prevent homelessness and support people affected by domestic abuse.

And we continue to take decisive steps towards net zero, as we reduce our impact on the environment.

Of course, we know we can't do everything on our own and so we place great importance on working with our partners and listening to their views.

After all, we're better together!

If this sounds like your kind of thing, please do read on.

We're passionate about providing equal opportunities and welcome a broad diversity of talent to apply for our vacancies.



Our strategy

Our Business Strategy 2024-2035 is all about achieving our vision to be the most trusted housing association, with happy customers.

Following feedback from our valued staff and partners, we made it short, simple and snappy.

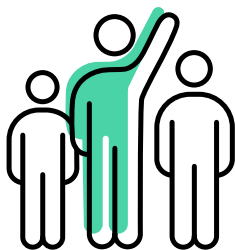
Alongside our vision, it articulates our mission, strategic priorities, values, and how they all fit together.

You'll find all the detail in the strategy document itself, including clear objectives, statements of ambition describing where we want to be in 2030 and 2035, and how we'll measure our progress along the way.

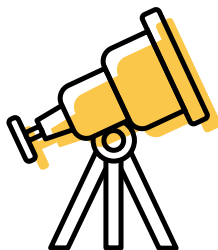


Read our Business Strategy 2024-2035.

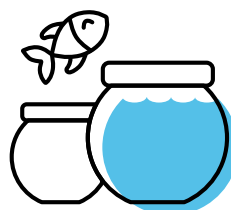
Our values



Accountable



Proactive



Courageous



Considerate

Performance highlights



92.7%
satisfaction



83
customer net promoter score



84.7%
**satisfied we treat our customers fairly
and with respect**



73.3%
satisfied we listen and act

Further reading:

Read our [Annual Report and Financial Statements.](#)

Read our [Customer Annual Report.](#)

Read our [Environmental, Social and Governance Report.](#)



About the role

Role:

Customer Experience Director

Salary:

£108,990

Reporting to:

Chief Customer Officer

Closing date:

Monday 31 August 2026

Key responsibilities

- Define and deliver customer experience strategy to foster excellence and ensure services meet current and future needs.
- Create energy and empowering teams across Customer Experience to consistently deliver outstanding service outcomes.
- Design impactful services through Touchpoint, Complaints, Service Design, Journey Mapping, Segmentation and Customer Channel Management.
- Collaborate with involved customers to increase diversity and representation whilst ensuring feedback drives service improvements.
- Deliver seamless customer journeys for tenants, shared owners and leaseholders from first contact through specialist handoffs.
- Transform customer interactions across channels to enhance digital self-service options and first-time resolution capabilities.
- Work with other Service Directors in driving our success, ensuring we deliver fantastic homes and outstanding services through brilliant people. You'll shape and enhance our service strategies, champion our values, and embed a culture where customer excellence is just who we are.
- Operationalise customer segmentation models to deliver differentiated and responsive services.

Role summary

This role drives strategic success by leading customer experience across the whole organisation, ensuring every service area understands its role in delivering better customer outcomes. You will lead end-to-end journey improvement across core services, ensuring customer needs are consistently reflected in service design, communication, handoffs and frontline delivery.

You will champion data-led, customer-focused transformation by using insight, segmentation, complaints and feedback to improve performance, reduce avoidable friction and strengthen accountability across the organisation. You'll oversee customer involvement frameworks, support effective scrutiny and service enhancement, and create clarity, energy and empowerment so teams can deliver exceptional customer experiences.

Leadership and delivery

- Plan strategic and operational workforce requirements to ensure effective service delivery through our people.
- Embed continuous learning from complaints handling whilst maintaining a person-centred and compliant approach.
- Sponsor customer transformation programmes with the CITO to deliver sustainable outcomes for current and future customers.

Governance and assurance

- Ensure compliance with legislation, regulations, and safeguarding practices to protect customers and colleagues.
- Shape customer data requirements to meet legal obligations whilst working with directors to operationalise differentiated services.

Candidate profile

Qualifications

- Be committed to achieving a Level 5 Chartered Institute of Housing qualification through continuous professional development.
- Possess a relevant degree or professional qualification in customer service, business management, or social housing.

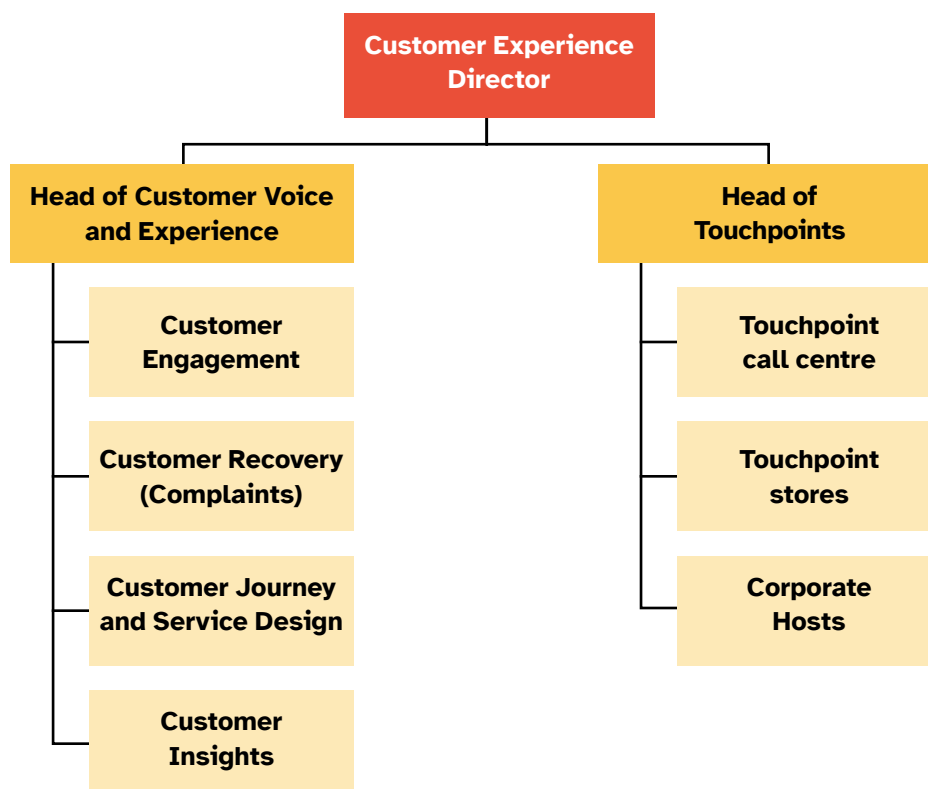
Experience

- Have extensive senior leadership experience in delivering customer-focused strategies across large, complex service organisations.
- Demonstrate proven success in leading operational teams and driving major organisational change and improvement initiatives.

Knowledge and skills

- Possess comprehensive understanding of modern technology, data analytics, and digital tools for enhanced service delivery.
- Have thorough knowledge of financial management principles, budget control, and strategic risk mitigation approaches.
- Be skilled in using customer insight and data to drive improvements across field and contact centre operations.
- Have excellent stakeholder management abilities to engage effectively with Boards, regulators, and external partners.
- Be able to demonstrate good communication and influencing skills at all organisational levels and stakeholder groups.
- Possess proven ability to build trust and inspire teams whilst maintaining visibility across the organisation.

Customer Experience structure



How to apply

For further information, you can reach out to our in-house talent team via email at **recruitment@thirteengroup.co.uk**, Rachael will be happy to talk you through the process.

We'd welcome your application by submitting your CV and a covering statement on our **website**

We look forward to hearing from you and we're not working with agency partners on this position.

Closing date for applications: **Monday 31 August 2026.**

Final stage interviews will be held in person in Middlesbrough on **Monday 7 September 2026.**

Equality, Diversity, and Inclusion

At Thirteen, we believe everyone is an individual. That is why we don't just provide properties; we offer a home to suit each person's needs.

We are responsible for promoting inclusivity for everyone, particularly people from underrepresented or marginalised groups.

We aspire to have an inclusive working culture and embrace diversity across Thirteen for both our customers and colleagues. In 2024 we were awarded a Bronze Talent, Inclusion and Diversity Evaluation (TIDE) Award for our approach to embedding an inclusive work culture. If you have a disability, a learning difficulty such as dyslexia, a medical condition or an individual need which you believe may affect your performance at selection, we'll be happy to adjust our processes to enable you to perform at your best.

Working for Thirteen

If you're looking to have great days at work, you're looking in the right place!

But that's not all. When you work at Thirteen, you get access to a comprehensive benefits package too.

It includes:



**31 days'
annual leave**



**Birthday
leave**



**Simplyhealth
cash plan**



**Defined contribution
pension scheme**



**Hybrid
working**



**Car salary
sacrifice scheme**



**Relocation
support**



**Cycle to
work scheme**



**Shopping and
leisure discounts**



For full details of our vacancies visit www.thirteengroup.co.uk/jobs

Thirteen Housing Group
2 Hudson Quay
Windward Way
Middlesbrough
TS2 1QG

www.thirteengroup.co.uk



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ThirteenGroup

Thirteen Housing Group is a registered society under the Co-operative and Community Benefit Societies Act 2014, registration number 7522.

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We invest in people Gold

