**Job Description**

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| **Job title** | Private Sector Initiatives Officer |
| **Grade** | 6 |
| **Service/Team** | Housing Services, Neighbourhoods Directorate |
| **Main purpose of job**  | * To build sustainable relationships with private sector landlords and partners in the City.
* To deliver the private landlord accreditation scheme.
* To deliver the Private Sector Leasing scheme to improve property and management standards and to bring empty homes back into use, in line with Sunderland City Council’s Housing Strategy.
* To deliver the Tenant Passport scheme to improve access to good quality private rented homes in the City.
* The post holder will be responsible for liaising with private landlords and property owners to improve property condition and management practices in the private rented sector and to effectively utilise the housing offer in this sector to meet strategic housing needs.
* To assist with associated housing projects and initiatives as well as offering r specialist housing advice within the context of the priorities set out in the Housing Strategy for Sunderland. To undertake such other duties and responsibilities commensurate with the grading and nature of the post.
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| **Key responsibilities/tasks** | * To effectively deliver and develop the main projects of the Private Sector Housing team – Accreditation, Tenant Passport and Private Sector Leasing using best practice and consultation with stakeholders.
* To actively promote and review the Private Sector Housing Team, working with landlords to promote engagement and continued use.
* To maintain and develop landlord forums and networks to facilitate professional development within the sector and as a forum for consultation.
* To support and facilitate projects and initiatives arising from the Housing Strategy for Sunderland in relation to making better use of the PRS and improving our neighbourhoods.
* To work closely with internal teams such as Environmental Health and Environmental Services to ensure that there is a seamless and joined up approach to improving private rented property condition and management standards across the City.
* To act as a single point of contact for private landlords.
* Plan and organise own workload to meet service, team and personal targets, within prescribed timescales.
* Use a range of approaches to improve property standards and management practices in the private rented sector including one to one meetings with private landlords; production of comprehensive advisory material; events/training sessions; assisting landlords to access FAP loan products; supporting the promotion of energy saving and carbon reduction schemes to landlords and tenants; use of various types of private sector leasing schemes; securing housing related support services for vulnerable tenants and if all proactive approaches are exhausted use of enforcement measures. This list is not exhaustive, and it is expected that the post holder will continually seek to develop new, innovative approaches.
* To deliver, review and continue to develop a comprehensive programme of training for private sector tenants to allow them to better manage their tenancies and improve tenant / landlord relations and sustain tenancies
* Keep up to date with changes to Government legislation, policy, regulations, housing trends and best practice in order to provide advice as required to a range of audiences
* Review and update the Councils policies and procedures in line with legislation.
* Record and continually develop market intelligence and private rented sector data
* Assist in the development of “housing pathways”, and improve access to the private rented sector for those in housing need
* Improve standards for housing in the private rented sector as a benchmark for suitability for housing homelessness and vulnerable people
* Effectively respond to requests for service, FOI’s and housing complaints from colleagues within the Council, residents, ward members and MPs within agreed customer standards.
* To work effectively with colleagues within the Housing Service, in other divisions of the Council and external agencies, taking the lead, actively taking part in cross cutting projects as and when required, in particular seeking to positively contribute to or lead on community safety and area based initiatives
* Liaise with key stakeholders and partners (internal and external) to develop, monitor and improve service delivery within the Private Rented Sector
* Participate in Council working groups or other forums/events to provide specialist housing, empty homes advice and support the development of the housing strategy and associated policies.
* Assist and support colleagues by demonstrating duties and tasks so that performance objectives are achieved.
* The above is not exhaustive and the post holder will be expected to undertake any duties which may reasonably fall within the level of responsibility and the competence of the post as directed by the Senior Housing Manager
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| **Responsible to** | Senior Strategy Officer |
| **Responsible for staff/equipment**  | Laptop, mobile phone |
| **Other duties/specific policies e.g. DBS** | * The post holder must carry out their duties with full regard to the Council’s Equal Opportunities Policy, Code of Conduct and all other Council Policies.
* The post holder must comply with the Council’s Health and safety rules and regulations and with Health and safety legislation.
* The post holder must comply with the principles of the Freedom of Information Act 2000 in relation to the management of Council records and information.
* To comply with the principles and requirements of the Data Protection Act 2018 and GDPR in relation to the management of Council records and information, and respect the privacy of personal information held by the Council
* The post holder must comply with the Council’s COVID-19 vaccination policy and guidance (where applicable).
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