

Exec and Non-Executive Recruitment Bulletin



Current:

- **Chief Executive, Concept Housing Association (£146,722)**
- **Group Board Members, emh Group (£11,600)**

Article:

Beyond the Checklist: Why your Non-Executive CV needs a Point of View

April 2026

Lead the future of supported housing.

chief executive

Salary: £146,722 (plus 10% car allowance)

Location: Birmingham / Bradford (Hybrid working with travel)

Concept Housing Association is entering an exciting new phase, and we're looking for a Chief Executive who can lead with purpose, confidence and clarity. We are a not-for-profit, community focused provider supporting more than 3,000 residents across Birmingham, Bradford, Telford, London and Lancashire. Our mission is simple: to provide safe, well-managed supported homes that help people move towards independence.

In recent years we've invested significantly in our people, systems and ways of working. We've strengthened governance, modernised our operating model and built a capable Executive Leadership Team. This has created a stable, well-run organisation with a renewed sense of purpose and a strong platform for the

future. With a clearer financial structure and a committed workforce, we are now focused on thoughtful, well managed growth, guided by our ethos of Partnering for Better Futures.

As Chief Executive, you will provide strategic leadership that turns ambition into delivery, ensuring full compliance with regulatory and statutory standards while championing resident safety, dignity and voice. You will strengthen partnerships with commissioners and local authorities, lead a positive and values-driven culture, protect financial sustainability and value for money, and represent Concept with integrity and credibility.

You will bring senior leadership experience within social housing or supported housing,

with the confidence to operate in a regulated environment and the ability to balance commercial thinking with a strong social purpose. You will be comfortable leading an organisation through improvement, strengthening governance and assurance, and ensuring that financial discipline, compliance and resident focused services sit at the heart of everything we do. You will be a visible, values-led leader who inspires confidence and brings a constructive, forward looking approach.

Please visit www.leadconcept.co.uk to find out more. For a confidential discussion, please contact Lorna Lee at **ema** on **07984 383460**. Closing date: noon, 7 May 2026.



Group Board Members

£11,600 • 2 days per month • Leicestershire

At **emh**, we are passionate about community-focussed housing and care. Operating in more than 45 rural and urban local authority areas across the East Midlands, we manage more than 22,000 homes, employ over 1,100 colleagues, and have a turnover of £152.5 million. Our commitment to delivering excellent services and providing safe, secure homes underpins everything we do, and we continue to invest in a substantial development programme to meet long-term housing need.

Following the appointment of Danielle Oum as the Group Chair, and as part of our planned board renewal programme, we are now looking to appoint a number of new Group Board Members. For this round of appointments, we would particularly like to hear from candidates with expertise in areas including ICT/Cyber, Customer Service, Treasury, Audit & Assurance, OD and HR, and Care & Support.

This is a vital role: not only will you define and oversee the Group's social purpose, mission, culture, behaviours and values, but you will also ensure that a strong, future-proofed strategic plan is in place to deliver our Group strategy. We'll ask you to hold the voice of our



residents at the heart of everything we do, to promote equality, diversity and inclusion, and to set the highest expectations for governance, compliance, risk and assurance. Each Group Board member is additionally expected to sit on one of our subsidiary boards, and you may also be asked to sit on a sub-committee.

Candidates will be able to demonstrate extensive experience of senior leadership (either executive or non-executive) within a complex and customer-focused organisation, and a good understanding of the non-executive role is a must. You'll have a track record of working in alignment with **emh group's** values and will bring an absolute commitment to excellent customer service. Strong candidates will be strategically astute, collaborative, ethical and have a strong sense of social purpose, and be ready to bring their energy, ambition and strategic expertise to the East Midlands.

Please visit <https://www.emh-changinglives.co.uk/> to find out more. For a confidential discussion please contact Anne Elliott at ema on **07875 762029**. Closing date: 9am, Tuesday 26th May 2026.





Beyond the Checklist: Why your Non-Executive CV needs a Point of View



Are you strategic about your CV or are you just documenting your past? writes ema consultancy MD Anne Elliott.

For social housing Board and Non-Executive appointments, a CV that lists roles and responsibilities is not enough. A CV with intent is what gets noticed.

Shortlisting is not about who has done the most. It is about who makes sense for *this* organisation, *at this* moment. Boards are not recruiting history. They are recruiting judgement, perspective and future contribution.

Too many candidates treat their CV like an archive. Strategic candidates treat it like a business case.

That means being clear about the value you bring to a Boardroom, not just the positions you have held. It means demonstrating how you think, how you challenge constructively and how you add value in complex, regulated environments where governance, culture, risk and delivery all intersect.

Know your value before you try to sell it

Being strategic starts with knowing your value, and that works on two levels.

First, your core values. What matters to you. How you like to work. What energises you and what drains you. When your work aligns with these, you are more effective and credible as a Non-Executive. When it does not, no job title will compensate.

Second, the value you offer Boards. Not tasks completed, but outcomes delivered. Problems solved. Insight provided. Momentum created. This is especially critical in social housing, where Boards need people who can balance purpose with performance.

When those two align, your CV stops being a list and starts telling a story.

Stop listing jobs. Start defining who you are.

Instead of defaulting to job titles and timelines, ask better questions:

- What am I genuinely good at?
- What motivates me?
- What do people rely on me for?
- What would colleagues say I bring to a team?
- What skills do I want to use more of?

This self-awareness gives you a clear personal profile. Recruiters don't just want experience. They want context. They want to understand how you think, how you work and where you add value.

Every CV should be bespoke. No exceptions.

If you're sending the same CV to every role, you're doing it wrong.

Your CV should speak directly to its audience. That means researching the organisation, its culture, its challenges and its people. Look at their website, social channels, press coverage and competitors. Pick up the phone. Ask questions. Learn what matters to them.

Then tailor your CV accordingly. Not by exaggerating, but by *prioritising* the most relevant parts of your experience.

Prove your worth. Don't claim it.

Anyone can say they're a great candidate. Few bother to prove it.

Focus on impact. Results. Change. Benefits delivered. Show how your work made a difference and what that means for them going forward. Employers hire for the future, not as a reward for the past.

Your headline matters more than you think

Your opening statement has seconds to work.

Keep it to four lines max. Make it specific. Sum up your experience, your strengths and the value you bring. If it doesn't spark interest immediately, the rest won't get read.

Avoid the basics that trip people up

It's surprising how often strong candidates fall at simple hurdles:

- Incorrect contact details
- Grammar and spelling errors
- A LinkedIn profile that doesn't match the CV
- Undeclared conflicts of interest
- Trying to cram everything in

Polish matters. Credibility is fragile.

Think direction, not just application

The strongest CVs are written with purpose. They reflect where you are going, not just where you have been.

For Board and Non-Executive roles in social housing, this matters more than ever. Organisations are navigating regulation, financial pressure, reputational risk and rising tenant expectations. They are not looking for passengers. They are looking for people who understand the landscape, can add perspective and will contribute meaningfully from day one.

Be selective. Apply for roles that genuinely fit your skills, values and strategic direction and make that alignment clear in your CV. When you do, your applications gain traction and your Board career develops with intent rather than chance.

Key takeaways

1. Know your value

Understand both your core values and the value you bring to Boards so your CV reflects who you are, not just what you have done.

2. Write with intent

Treat your CV as a business case for your appointment, not a record of employment history.

3. Prove impact

Focus on outcomes, judgement and contribution rather than task lists or role descriptions.

4. Make the headline count

Your opening statement should quickly and clearly communicate why you make sense for the role now.

5. Get the basics right

Accuracy, consistency and clarity are non-negotiable. Credibility is easily lost and hard to regain.

A strong CV is not longer. It is smarter. It has a point of view.

If you would like an informal conversation about creating a CV that clearly reflects your value and direction, you can contact Anne Elliott at anne.elliott@emaconsultancy.org.uk

If you would like to register for our candidate database, please email
enquiries@emaconsultancy.org.uk



www.emaconsultancy.org.uk
enquiries@emaconsultancy.org.uk

