

# Exec and Non-Executive Recruitment Bulletin



## Current:

- **Chief Executive, Family Housing Association (Birkenhead & Wirral)**
- **Non-Executive Directors, Connect Housing (West Yorkshire)**

## Article:

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

***July 2026***



## CHIEF EXECUTIVE

£100,000 plus 10% Car Allowance & 10% DC pension contribution • Based in the Wirral

**Family Housing Association (Birkenhead & Wirral) is a charitable organisation formed in 1968. We own 401 properties in Wirral, including Birkenhead, Oxton, Wallasey, Port Sunlight and Bromborough.** We are looking to the future with confidence and ambition to build on our successful foundations. We are a provider of quality homes and housing solutions with a strong social commitment to building resilient communities, with consistently very high levels of customer satisfaction. We have growth ambitions proportionate to our size.

Our current Chief Executive (Neil Moffatt) is retiring. Our new Chief Executive will lead us into the next phase of growth from a position of strength, building on our

community focus, putting tenants and people at the heart of everything we do.

Our new Chief Executive will inherit a wonderful platform on which to build for the future. Could you lead this dynamic and responsive organisation forward as a visible and influential leader? – an individual who can engage both tenants and staff, empowering and enabling others to bring about improved services and outcomes for customers. Just as importantly, if you are outward looking with the highly effective networking skills to play a lead role in developing partnerships across our area, we would like to hear from you.

You must be able to bring proven leadership skills and the vision to deliver excellent services for our residents, clients and staff and sometimes doing things differently for the benefit of our community. We see this as an excellent opportunity to make an impact in a geographically focused organisation with a social ethos.

In the first instance, for an informal discussion, please contact **Ian Robertson** at EMA on **07947 126329** quoting reference **ema502**.

For further information, please visit: [www.familyHAchiefexecutive.co.uk](http://www.familyHAchiefexecutive.co.uk)

Closing date: 26 July 2026





Connect Housing has a strong social purpose. With some board members retiring, we are looking to attract new members who share our vision 'to be a trusted, well-connected, landlord working to build a sustainable and just society where good homes, neighbourhoods and opportunities help people enjoy happy, healthy lives' and who will help to build a board that is representative of our diverse customer base.

We provide over 3,700 homes and holistic support services across West Yorkshire meeting a range of needs. These include family and single household homes for rent and sale, as well as supported accommodation and visiting support for young people, people living with dementia, people experiencing physical or mental ill health as well as women and children surviving domestic abuse.

Our current corporate strategy, concluding in 2027, is built on the three strategic themes of 'Fairer, Greener, Smarter'. As a key delivery partner of the Mayoral Combined Authority, through the West Yorkshire Housing Partnership, our plans are closely aligned with the West Yorkshire Housing Strategy, and our roles as both a developer of new homes, and collaborating on community place-shaping, are very important to us. As we develop a strategy to 2030, it's an incredibly exciting time to come on board.

The role of **Non-Executive Director** at Connect offers a hugely rewarding opportunity to join a Board and Leadership Team who have built a genuinely strong partnership, based on mutual respect and constructive challenge. We value authentic relationships based on honesty and transparency, and we draw on all the talents to navigate our way through a constantly changing environment with our values anchoring our decision-making.

Candidates will relish working with creative, solution-focused colleagues who are motivated by addressing major social challenges. Profoundly values-led, you'll bring a strong personal commitment to equality and inclusion, and demonstrate an interest in, or close association with, our part of Yorkshire.

For this round of recruitment, we're particularly interested in those with an impressive track record in and knowledge of one or more of the following professional areas:

- Audit and Risk/Finance and business planning
- Housing management
- ICT systems/digital/data
- Sustainability, net zero carbon
- Development

This may be your first board member role. We welcome people who are outside the housing sector and bring diversity of thought as long as you are willing to learn about our sector and have a real commitment to making a difference to our customers and communities. We are also keen to attract a diverse range of applicants that reflect our communities.

If you wish to join our open and inclusive board that celebrates different points of view, for further information, please visit [www.connecthousingopportunities.co.uk](http://www.connecthousingopportunities.co.uk)

For an informal discussion, please contact Ian Robertson at ema on 07947 126329 or Sarah Jackson at DTP on 07983 523574 quoting reference ema511.

**Closing date: 24 July 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](mailto:anne.elliott@emaconsultancy.org.uk)

If you would like to register for our candidate database, please email  
[enquiries@emaconsultancy.org.uk](mailto:enquiries@emaconsultancy.org.uk)



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