



# Working at Ealing Council

Candidate brief for the position of  
Assistant Director Housing Demand

GOODMAN  
—MASSON



London Borough of  
**Ealing**



# Table of Contents

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Message from CEO	3
The Role	4
Why Join Ealing	5
Ealing Borough Council Map	7
The Interview Process	8
Contact us	9

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# Message from CEO

Dear candidate,

Thank you for your interest in the role of Assistant Director of Housing Demand at Ealing Council. This is a critical leadership role within our Housing and Environment Directorate, with a direct impact on the lives of residents across the borough. Housing demand is one of the most significant challenges we face, and this role will be central to shaping how we respond.

At Ealing, we are focused on delivering high-quality, resident-centred services that improve lives and create opportunity. Central to this is our Connected Communities approach, which brings services together around residents and strengthens prevention, early intervention and partnership working across the borough.

Housing demand is one of the most significant challenges we face, and this role will be central to shaping our response. Like many London boroughs, rising demand and temporary accommodation costs have created significant financial and operational pressures, requiring a strong focus on stabilising performance and meeting statutory duties. Over the past year, we have improved voids management, reduced reliance on unsuitable high-cost accommodation, and increased supply through acquisitions, delivering around £6m in savings in 2025/26. We are now moving into a more ambitious phase, shifting to a preventative, data led and resident focused approach that intervenes earlier, strengthens partner working and support access, and aims to reduce demand, improve outcomes and build a more sustainable service.

As Assistant Director, you will provide visible and inspirational leadership, drive transformation and continuous improvement while maintaining strong operational performance. You will play a key role in advising senior leaders and elected members, ensuring services are aligned to corporate priorities and delivering better outcomes for residents.

We are looking for a leader who combines strategic insight with a strong grip on delivery, someone who can build partnerships, work across organisational boundaries and lead services that are responsive, inclusive and outcome focused.

This is an exciting opportunity to make a real difference at a time of significant challenge and ambition for the borough. Thank you again for your interest.



**Tony Clements**  
Chief Executive, Ealing Council

# The Role

## Assistant Director of Housing Demand

Ealing Council is seeking to appoint an Assistant Director of Housing Demand to lead a high profile portfolio at a critical point of service transformation.

This is a key senior leadership role with responsibility for shaping how the council prevents homelessness, manages housing demand and supports residents into sustainable housing outcomes. The postholder will lead large, complex services and drive improvement in performance, customer experience and value for money.

Aligned to Ealing's Connected Communities approach, you will work across the council and with partners to deliver integrated, place based services that respond to the needs of residents and strengthen local neighbourhoods.

You will play a central role in delivering Ealing's priorities for thriving, connected communities, shaping services that are accessible, responsive and joined up around residents.

This role offers the opportunity to influence policy and strategy, work across organisational boundaries and lead innovation in housing demand services, ensuring residents receive timely and effective support.

[View Full Job Description](#)



# The Role

## Assistant Director of Housing Demand

### In this role you will:

- Lead strategic and operational delivery across housing demand services, with clear accountability for performance and outcomes
- Drive transformation, embedding early intervention and prevention to reduce homelessness
- Deliver high quality, resident focused services across temporary accommodation and housing pathways
- Manage significant revenue, capital and grant-funded budgets, ensuring effective financial control
- Develop commercial and commissioning approaches to improve sustainability and outcomes
- Build strong partnerships across the council, housing providers and wider public services to support a connected, system-wide response

### Application Information

- Applicants will be required to submit a CV together with a supporting statement demonstrating how they meet the essential criteria set out in the person specification
- Applicants must have the right to work in the UK
- Ealing Council is committed to equality of opportunity and welcomes applications from all sections of the community. We are working to build a diverse workforce that reflects the communities we serve

**Closing date for applications: 26th June 2026**

[View Full Job Description](#)

# Why Join Ealing

Ealing offers the chance to shape services with a direct impact on residents in one of London's most diverse boroughs.

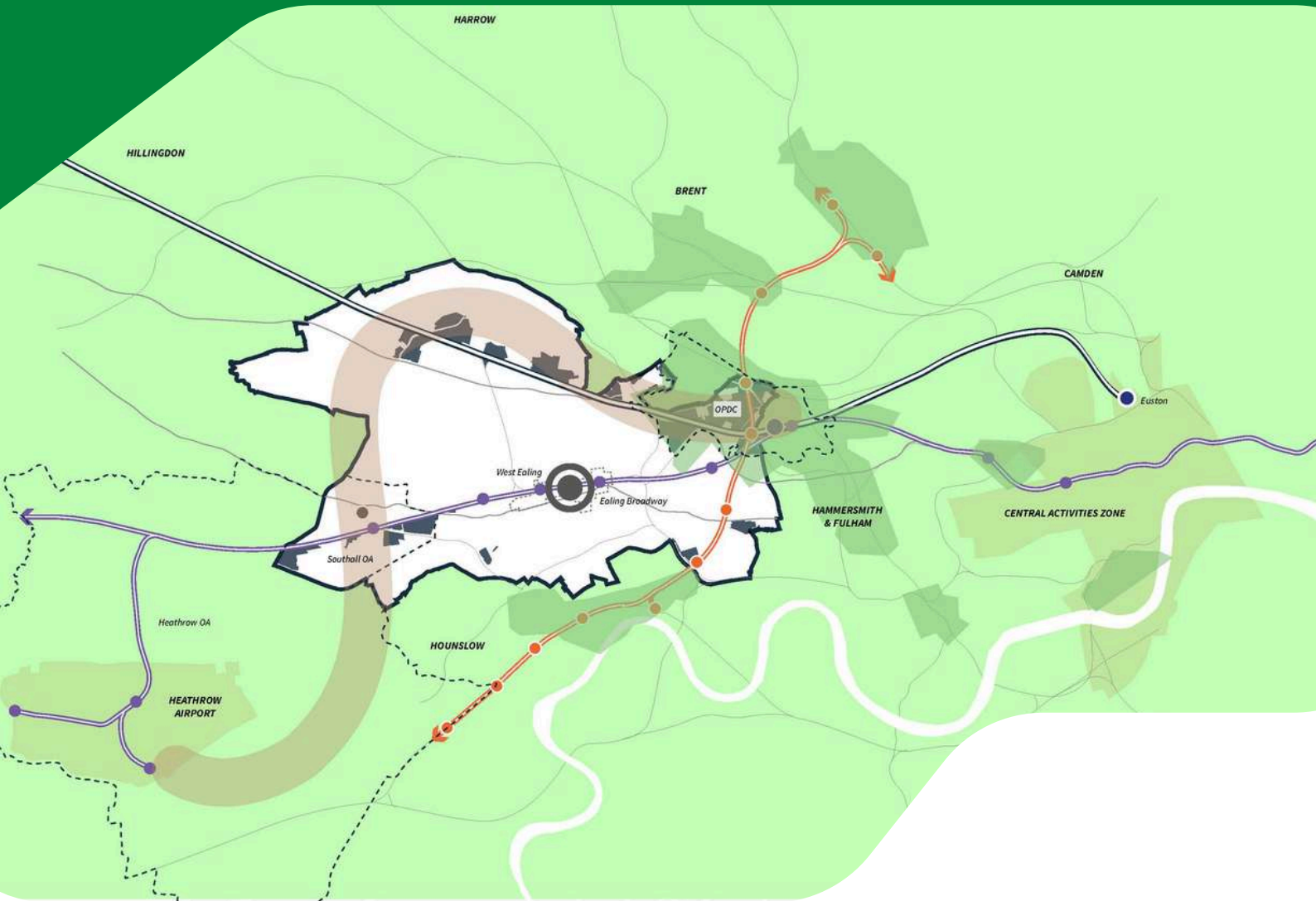
## Benefits include:

- 30 days annual leave, plus 3 additional days over Christmas and New Year
- Local Government Pension Scheme with generous employer contributions
- Flexible working and family friendly policies
- Learning and development opportunities
- Health and wellbeing support, including an employee assistance programme
- Retail, leisure and lifestyle discounts
- Cycle and sustainable travel schemes

If you are an ambitious housing leader ready to shape housing demand and deliver lasting outcomes for residents, we welcome a confidential conversation.



# Ealing Borough Council Map



## KEY

### EXISTING FEATURES

- Ealing Boundary
- River Thames

### TRANSPORT

- HS2
- HS2 Station
- West London Orbital
- West London Orbital Station
- Elizabeth Line
- Elizabeth Line Station
- Metropolitan Town Centre
- Major Town Centres
- Industrial Land

- Heathrow Airport
- Rail Network
- Strategic Roads

### ECONOMIC OPPORTUNITY

- Opportunity Area
- Productivity Arc
- Innovation Clusters
- District Centres
- Central Activities Zone

# The Interview Process

## Technical Interviews

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Week 1 : Monday 29<sup>th</sup> June - Friday 3<sup>rd</sup> July

Week 2 : Monday 6<sup>th</sup> July - Friday 10<sup>th</sup> July

## Shortlisting Meeting

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Monday 6<sup>th</sup> July - Friday 10<sup>th</sup> July

## Invite For Final Candidates

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Monday 13<sup>th</sup> July - Friday 17<sup>th</sup> July

## Office Interview & Assessment Day

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Thursday 23<sup>rd</sup> July





# Contact us

[jack.benson@goodmanmasson.com](mailto:jack.benson@goodmanmasson.com)

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