



Job Profiles

Innovation Coach

What's the role?

We want to inspire and help people to be the very best they can be. My job is to:

- Drive innovation so that it is embedded in Bromford's DNA
- Set the agenda for the Bromford Lab by pioneering new products and services
- Build our reputation as a test bed for innovation by linking up with other social innovators

What will I have to do?

- I'll inspire, coach and believe in people because I'm 100% committed to being the very best I can be
- I'll be passionate about creating a great place to work where colleagues are highly engaged and encouraged to be the very best they can be
- I'll be a role model for my team and other colleagues around the business
- I'll make sure that the innovation lab maintains its legitimacy and is of value to colleagues
- I'll be the voice of challenge – recommending changes when existing projects are going off course
- I'll be responsible for signing off all Lab services and for the overall quality of anything we innovate
- I'll be responsible for maximising any potential investment in innovation activities – and for co-ordinating our links with other innovation labs
- I'll shape the vision of the Lab – its strategy and its culture
- I'll be accountable for the overall direction of the Lab and for agreeing its 12-week programme and any associated resourcing
- I'll meet with Directors at least twice a year to make sure they continue to scan the horizon for new ways of working – and work with them to solve problems
- I'll be responsible for making sure costs for my area of the business are in line with the budget

- I'll do other tasks if they are reasonable – whatever it takes to do my job well

What do I need to be successful?

- I'll build effective relationships based on trust and respect
- I'll trust people, show personal integrity and put others first
- I'll be open minded, embrace change and admit when I get it wrong
- I'll be a great business planner and know how to manage risk
- I'll understand the contribution my team makes to our success as a business
- I'll be aware of our overall financial position and what it means for my team
- I'll use social media to learn, network and share knowledge
- I'll be self-aware, resilient, imaginative and enthusiastic
- I will stand up for what I believe but always listen to other people
- I'll deliver projects and anything I promise on time
- I'll have an eye for detail and the ability to understand the overall view of our business
- I'll deliver great service within my budget
- I'll believe in being green and looking after our planet
- I'll manage performance which sometimes means having the right conversations and resolving issues
- I'll make sure that colleagues meet the standards we expect and that we achieve the best outcomes
- I'll have an excellent track record in either managing or developing innovation
- I'll have an extensive network where I have a credible reputation
- I'll be commercially focused when it comes to developing products and using resources
- I'll be a strategic thinker who can get their hands dirty in the innovation lab
- I'll be able to present convincing arguments at Director and Exec Director level
- I'll be able to balance my internal and external profile

How will you measure my success?

- We'll get great feedback about your team and the effectiveness of the services you lead
- Your team will be highly engaged, meeting the standards we expect and achieving great results that we can measure
- You'll be measured against the annual objectives we set for the Lab – and the targets we set for each innovation programme
- You'll be known and respected as a senior leader and influencer

Innovation Lab Connector

What's the role?

We want to inspire and help people to be the very best they can be. My job is to:

- Be the face of our Innovation Lab and keep it running – online and offline
- Make the Lab a great place to spend time – and the most creative space at Bromford
- Own our project plans and concept pipeline – keeping us on track as a team

What will I have to do?

- I'll be a team player with a great positive attitude and live our DNA
- I'll search for ways to improve the services we deliver by thinking creatively and sharing good practice with my colleagues
- I'll learn from experience when things don't always go to plan and work to overcome the challenges I sometimes face
- I'll make sure that I carry out the responsibilities expected of me in my role
- I'll invest resources wisely, never wastefully
- I'll work hard to achieve my targets and to develop my skills by setting personal goals and owning them
- I'll be part personal assistant, part creative, part project organiser and part social media super hero
- I'll manage the Lab diary and oversee our social network – growing it and adding great content every day
- I'll meet and greet visitors no matter who they are and give them a great welcome
- I'll update our project database there and then to make everyone's life easier
- I'll screen incoming enquiries, phone calls and requests – and handle them effectively
- I'll get involved in projects, pitch in ideas and help to model solutions
- I'll support the Innovation Coach and Lab Manager whenever I can
- I'll do other tasks if they are reasonable – whatever it takes to do my job well

What do I need to be successful?

- I'll build effective relationships based on trust and respect and be a great ambassador for Bromford
- I'll deliver great service and have a flexible approach to my work
- I'll be passionate about delivering excellent customer service and doing the right thing
- I'll be a great organiser and researcher – and studying to degree level would be helpful

- I'll be able to collate and analyse innovation techniques and design materials we can use in the Lab library
- I'll be a good writer who is able to write effective copy in lots of different styles such as blogs and twitter posts
- I'll be up to date with what's happening in the social and digital media world
- I'll be outgoing and friendly – especially when I'm under pressure
- I'll be a superb time-keeper and have an eye for detail

How will you measure my success?

- You'll achieve successful results that meet our business needs and the standards we expect
- We'll get great feedback about what you do from customers, colleagues and partners
- We'll see that you meet your personal targets on time and deliver them to the best of your ability
- We'll know you're a great colleague because of what you do and how you do it
- We'll have evidence that your records are compliant, accurate and up to date
- We'll review your success every 12 weeks
- You'll grow our social network and make sure users of our Lab have a great experience

Innovation Lab Manager

What's the role?

We want to inspire and help people to be the very best they can be. My job is to:

- Manage Bromford's Innovation Lab effectively and make sure it delivers from start to finish
- Coach the Lab team and pioneer new ways to innovate
- Tell the story of the Innovation lab and the new concepts that are being developed

What will I have to do?

- I'll inspire, coach and believe in people because I'm 100% committed to being the very best I can be
- I'll be passionate about creating a great place to work where colleagues are highly engaged and encouraged to be the very best they can be
- I'll be a role model for my team and other colleagues around the business
- I'll be accountable for the Lab and for making sure it meet its targets
- I'll do everything I can to make sure colleagues perform to the best of their ability
- I'll be responsible for the Lab's resources and its relationships with suppliers and business owners
- I'll make sure that we are clear about the problem we are trying to solve before committing significant resources to developing a concept
- I'll apply best-practice project management and action planning which deliver against our internal process requirements
- I'll make sure that concepts leaving the Lab are completed and then handed over to the right people
- I'll manage the 'innovation shelf' for ideas which we will look at in the future
- I'll set the highest standards and enjoy finding ways to influence how we do things
- I'll always be thinking ahead about how I can reshape my service to make it more effective
- I'll be a great ambassador for my team and for Bromford
- I'll do other tasks if they are reasonable – whatever it takes to do my job well

What do I need to be successful?

- I'll build effective relationships based on trust and respect
- I'll trust people, show personal integrity and put others first
- I'll be open minded, embrace change and admit when I get it wrong
- I'll be a great business planner and know how to manage risk

- I'll understand the contribution my team makes to our success as a business
- I'll be aware of our overall financial position and what it means for my team
- I'll use social media to learn, network and share knowledge
- I'll be self-aware, resilient, imaginative and enthusiastic
- I will stand up for what I believe but always listen to other people
- I'll deliver projects and anything I promise on time
- I'll have an eye for detail and the ability to understand the overall view of our business
- I'll deliver great service within my budget
- I'll believe in being green and looking after our planet
- I'll manage performance which sometimes means having the right conversations and resolving issues
- I'll make sure that colleagues meet the standards we expect and that we achieve the best outcomes
- I'll have a strong background in innovation who has managed a small innovation team or be a proven project manager who has managed projects at a senior level
- I'll understand innovation practices and be a strong negotiator
- I'll be a completer finisher who keeps things moving through the Lab
- I'll be comfortable saying no and able to challenge appropriately when I need to

How will you measure my success?

- We'll get great feedback about your team and the effectiveness of the services you lead
- Your team will be highly engaged, meeting the standards we expect and achieving great results that we can measure
- You'll have made sure that concepts move through the Lab on a maximum 12-week cycle and have either gone to project stage or been put on the 'innovation shelf'
- You'll have used Lab resources effectively and efficiently – and concepts will be delivered on time and within budget
- Leaders will feel that supported in getting innovation embedded in their business area

Innovation Lab Designer

What's the role?

We want to inspire and help people to be the very best they can be. My job is to:

- Design, test and measure new concepts in the Innovation Lab
- Facilitate small teams of colleagues and partners in the Lab so that they understand problems and create effective solutions

What will I have to do?

- I'll be a team player with a great positive attitude and live our DNA
- I'll search for ways to improve the services we deliver by thinking creatively and sharing good practice with my colleagues
- I'll learn from experience when things don't always go to plan and work to overcome the challenges I sometimes face
- I'll make sure that I carry out the responsibilities expected of me in my role
- I'll invest resources wisely, never wastefully
- I'll work hard to achieve my targets and to develop my skills by setting personal goals and owning them
- I'll use my specialist design expertise to make sure that user experience is at the heart of any concept being tested
- I'll help people in the Lab to challenge ideas, help to draw out suggestions and add my expert view when it's needed
- I'll be responsible for analysing all the input and extracting the most promising potential solutions
- I'll make recommendations on whether to adjust, shelve or go ahead with concepts to project stage
- I'll help to develop a Lab methodology for testing user experience
- I'll help to tell the story of the Innovation lab and the new concepts that are being developed
- I'll do other tasks if they are reasonable – whatever it takes to do my job well

What do I need to be successful?

- I'll build effective relationships based on trust and respect and be a great ambassador for Bromford
- I'll deliver great service and have a flexible approach to my work
- I'll be passionate about delivering excellent customer service and doing the right thing
- I'll have experience and understand social innovation in employment, health and housing

- I'll read, network and research to stay up to date with new design trends in social innovation
- I'll enjoy working in a fast-paced environment and working on multiple concepts at the same time
- I'll have a background in designing innovative solutions and will have worked on change projects
- I'll be able to lead and influence groups of co-workers and collaborators to help them reach solutions
- I'll enjoy being actively challenged and having my ideas appraised by my Lab colleagues

How will you measure my success?

- You'll achieve successful results that meet our business needs and the standards we expect
- We'll get great feedback about what you do from customers, colleagues and partners
- We'll see that you meet your personal targets on time and deliver them to the best of your ability
- We'll know you're a great colleague because of what you do and how you do it
- We'll have evidence that your records are compliant, accurate and up to date
- You'll be able to turn ideas from a wide range of stakeholders into a well articulated concept
- You'll agree clear success measures for concepts ahead of testing
- You'll help us to decide which concepts are adjusted, shelved or go ahead to project stage