

Role Profile

People Advisor

Reports to:

Lead People Experience Partner

Team:

People Team

Line Manages:

None

Location:

Morfa Gele, Abergele. The post is office based with infrequent requirement to travel locally. The post holder is also required to attend some events (conferences etc) which may take place outside normal working hours.

Salary, Hours and Holidays:

Up to £41,430 per annum (depending on experience)

Full-time, 37 hours per week

Starting on 25 days + bank holidays (increasing with length of service up to 31 days + BH)

Flexi-time provisions

Enhanced special leave provisions

Job Purpose:

To work in partnership with managers and leaders across the Cartrefi Conwy Group to deliver a consistent, professional, and people-centred service that supports the delivery of the People Strategy, Together Plan priorities, and organisational objectives. Through trusted advice and guidance underpinned with employment law, and using coaching techniques, you will enable effective people and business decisions and promote inclusive, high-performing teams.

Using people insight, technology, and data, you will support the continuous improvement of colleague and manager experiences, ensuring people processes are clear, timely and people-orientated. You will contribute to embedding a culture that is inclusive, accountable, customer-focused and connected, enabling colleagues to thrive and deliver excellent services to our customers.

Role Dimensions:

Circa 260 colleagues across the group

Based in the head office, remotely at satellite offices, occasionally working from home, site based and peripatetic.

Provision of regular employment advice to approximately 50 managers including senior and executive management.

Autonomy and Decision Making

This role offers a high degree of autonomy and the opportunity to make a meaningful impact on the colleague experience across the organisation. Working within a dynamic and people-focused

environment, the post holder will manage their own workload, prioritising activities in line with business needs and colleague requirements.

As a trusted People professional, you will use your knowledge and judgement to provide practical, solutions-focused advice and guidance to managers and colleagues on a wide range of people matters. You will be empowered to make informed recommendations and decisions, ensuring compliance with employment legislation and organisational policies while supporting positive outcomes for individuals, teams, and the wider business.

Success in this role requires a proactive approach, strong relationship-building skills, and the confidence to balance organisational needs with a commitment to delivering a positive and supportive colleague experience.

Examples of the decisions the post can take are:

- Developing and running a range of initiatives to improve People services within the approved budgets.
- Convene meetings with colleagues, managers or representatives and recommend the appropriate stages of employment procedures to apply.
- Signing of contracts of employment.

Examples of decisions that are to be referred are:

- Any items involving expenditure above the agreed limit for the role.
- Termination of contracts of employment.
- Any decisions or considerations that are not compliant with Schedule 1 of the Housing Act.

Areas of Complexity

Operating within a complex and evolving legislative framework, including Welsh Government requirements, employment law, and health and safety legislation, requires the ability to interpret and apply guidance appropriately to a wide range of circumstances. The role involves assessing potential risks, considering emerging case law, and providing balanced, pragmatic advice to managers on employee relations and people matters.

Working collaboratively with colleagues, trade unions, and stakeholders across the Cartrefi Conwy Group requires strong relationship management and influencing skills to support positive outcomes where differing perspectives, priorities, and organisational objectives may exist.

The role also operates in a fast-paced environment with multiple competing priorities, requiring effective planning, sound judgement, and the ability to manage conflicting deadlines while maintaining high standards of service delivery.

Focus and Key Responsibilities:

- **Employee Relations Employee Relations, Advice & Organisational Support**
Provide expert, customer-focused advice and guidance to managers and colleagues across a broad range of people-related matters, including terms and conditions, employee relations, wellbeing, performance, organisational change, culture, and workforce development. You will take ownership of complex employee relations cases from initial consultation through to resolution.

You will partner with managers to identify risks, evaluate options, and implement practical people solutions that balance organisational needs with a positive colleague experience.

Applying employment legislation, policy, and best practice, you will help foster an inclusive and supportive workplace culture, strengthen employee engagement, and protect the organisation's reputation as an employer of choice.

- **People Partnering** - Working with managers and leaders, you will develop people management and leadership capabilities through the use of coaching techniques and support with people decisions, leadership behaviours and ER risk. Leading by example and using professional communication to continuously upskill group leaders and colleagues in a way that aligns to our business commitments.
 - **Recruitment & Selection** - To provide pro-active support and advice to Manager's in the recruitment and selection of colleagues, including influencing adverts and advising on robust assessment methods to improve diversity of hires in order to attract and select quality colleagues with the behaviours, skills and abilities to deliver the business plan.
 - **Training & Development** - Support Managers in identifying and planning development needs with colleagues and to co-ordinate and deliver corporate training and development activities as required so that colleagues have the necessary knowledge, skills and experience to deliver an exceptional service.
 - **Reward & Organisation Design** - Support organisation design reviews, job design outlines, and facilitate bi-annual salary reviews with external benchmarking for housing roles to sustain pay equity and competitiveness
 - **Payroll & Compliance** - Support accurate and timely payroll processes by ensuring People data integrity and contractual changes are correctly captured in HR systems. Work collaboratively with Finance and Payroll teams to maintain compliance and provide assurance checks where required.
 - **Equality, Diversity & Inclusion** - Embed EDI best practice across policies, recruitment, reward and ER outcomes, using data to identify gaps and action plans in partnership with reps and colleague groups.
 - **Policy Management** - Create, develop and review HR policies and procedures in preparation for consultation taking into account current legislation and best practice in order to promote consistency and to establish clear guidelines.
 - **Process Improvement & Data Insight** Help improve and simplify People processes to make them easier and more efficient for colleagues and managers. This includes reviewing and enhancing processes such as onboarding, employee relations case management, and payroll administration to ensure a smooth and positive colleague experience.
- Maintain accurate and confidential colleague records, ensuring information is up to date and compliant with data protection requirements. Produce and analyse people data and reports to identify trends, support decision-making, improve services, and inform workforce planning and organisational development initiatives.
- **Wellbeing** - Proactively promote support, initiatives and interventions that support positive wellbeing in line with the groups strategic priority, track impact and review for continuous improvement.

General

- The regular use of ICT systems and technology is a requirement of the post.
- The job description is designed to provide a general overview of a role, responsibilities and accountabilities and does not list every requirement.
- Employees are expected to carry out reasonable management instructions and other duties commensurate to the role that are lawful, ethical, within the scope of their duties, and consistent with company policies and procedures.

Key Relationships:

External: Legal Practitioners; Occupational Health Practitioners; Recruitment Agencies; Disclosure and Barring Service; Applicants; Advisory bodies; Trade Union representatives; Job Centre & Careers Wales; Charitable bodies; Government Bodies; Local Authorities and Housing Associations; Training Providers – colleges and independent on a regular basis to facilitate employment practices.

Internal: Colleagues and Managers daily face to face, via TEAMS or via the telephone to advise on employment matters and policies.

Senior and Executive Management teams on a regular basis to provide advice on risk management regarding employment matters.

Person Specification

Qualifications:

	Essential/ Desirable/ Highly Desirable	Assessed by?
CIPD Associate Diploma (level 5) in Human Resource Management (<i>or equivalent experience</i>)	E	Application / Certification
Qualification in Coaching (<i>or relevant experience</i>)	HD	Application / Certification

Knowledge and Experience:

Experience of leading and advising on complex employee relations matters, including disciplinary, grievance, absence and performance management processes	E	Application / Interview
Experience of building on managerial capabilities using coaching techniques	E	Interview
Experience of using best practice Recruitment & Selection processes	E	Application / Interview
Up to date knowledge of UK employment legislation	E	Interview
Experience of identifying learning and development needs, finding solutions, designing and delivering L&D activities	D	Application / Interview
Experience of budget management	D	Application / Interview
Experience of designing and delivering People-related learning activities to upskill middle managers	E	Application / Interview
Experience of researching, creating, reviewing and amending HR Policies	E	Application / Interview
Experience of working in the social housing sector or relevant regulated field	HD	Application / Interview
Experience of delivering change management activities	HD	Application/ Interview
Experience of promoting and embedding best practice in equality, diversity and inclusion	E	Application/ Interview

Skills:

	Essential/ Desirable	Assessed by?
Ability to provide advice and guidance on complex employee matters in a professional way	E	Interview
Excellent interpersonal and influential skills with the ability to lead, coach and advise all levels up to senior management	E	Interview/ Assessment
Self-motivated & organised with the ability to prioritise and manage own workload independently to meet deadlines	E	Interview
Ability to adapt communication and coaching style to suit the customer enabling a 'one team together' approach to deliver outcomes	E	Interview / Assessment
Clear written communication skills	E	Assessment
Ability to create, start and complete processes with an outcome and solution focussed approach	E	Interview
Attention to detail in writing, verbally and non-verbally	E	Assessment
Good practical knowledge of Microsoft packages; Word & Excel (Basic level)	E	Application
Ability to navigate and understand HR related systems (with training)	E	Application
The ability to communicate fluently both verbally and in writing through the medium of English	E	Application / Certification
The ability to communicate fluently both verbally and in writing through the medium of Welsh	HD	Application / Interview
Ability to drive in the UK with access to own vehicle	E	Application / Certification

Cartrefi Commitments

	Essential/ Desirable	Assessed by?
We do the Right Thing	E	Interview
We Lead by Example	E	Interview
We are stronger together	E	Interview

Equal Opportunities Statement Cartrefi Conwy are committed to Equality and Diversity in our activities and welcome applications from all qualified candidates.

*Where disability precludes, this will be reviewed with the candidates at the interview stage to ascertain if there are any reasonable adjustments that can be made to this requirement.

Data Protection: Your personal data will be handled in accordance with GDPR and the Data Protection Act 2018. We will use your data solely for recruitment purposes and will not share it with third parties without your consent.