

Job title: Head of AI

Line manager:

Grade (if applicable):

1A

Direct reports: 0



Role purpose:

This is a new role with a real opportunity to shape how Peabody uses AI across the organisation. As Head of AI, you will define and own the organisation's AI Strategy and lead the prioritisation, delivery, and embedding of AI solutions. These solutions will improve services for residents, support colleagues, and help deliver Peabody's strategic objectives.

You will work with senior stakeholders to identify and prioritise AI use cases, turning strategic ambition into practical delivery by building AI maturity over time, ensuring early pilots create measurable value and lasting organisational learning.

You will work closely with our Data and Technology Teams and together deliver end-to-end prioritised AI solutions from proof of concept through to secure, scalable production deployment and operational integration.

You will establish the wider enablers for sustainable AI adoption. This includes creating an environment for safe experimentation, strengthening technical and governance foundations and building the capability, standards, and confidence needed to move from pilots to repeatable, well-governed AI delivery at scale.

Much of the role holder's time will be spent shaping strategy, prioritising opportunities with business and technology leaders, governing safe deployment, and building capability and ways of working.

Key results:

- Develop a prioritised portfolio of AI investments, ensuring a healthy balance of quick wins and longer-term strategic initiatives working jointly with Technology and Data teams on technical feasibility and integration roadmaps.
- Deliver measurable business value and resident outcomes through successful AI initiatives that are fully integrated into Peabody's technology estate.
- Design and embed an AI operating model that sets out how opportunities are identified, prioritised, governed, built, tested, monitored and scaled across Peabody.
- Drive adoption of AI solutions (e.g. intelligent automation, predictive analytics, document processing) by embedding them into day-to-day business processes and core systems.
- Establish AI governance frameworks that operate within Peabody's broader Technology, Data, Cybersecurity, and Risk governance structures
- Deliver high-value pilots with business areas and partners so that early use cases demonstrate measurable value, create learning and provide a strong foundation for wider rollout where appropriate.
- Build the people and culture needed for sustainable AI adoption by increasing AI literacy, supporting capability development and helping colleagues and leaders use AI with confidence.

Success metrics:

- Lead the delivery of the AI Strategy by turning strategic ambition into a clear, prioritised roadmap of enterprise-wide AI solutions that integrate effectively with existing Technology & Data platforms, data architecture, and operational systems.
- Clear evidence of a prioritised and actively managed AI delivery portfolio, with regular reporting on progress, value delivered, and lessons learned.

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- Build Peabody's AI capability by putting in place the practical foundations needed for safe, scalable, and effective AI adoption in partnership with Technology and Data teams.
- Deliver high-value pilots with business areas that demonstrate measurable value and seamless integration into current services and systems.
- Design and embed an AI operating model that sets out how opportunities are identified, prioritised, governed, built, tested, monitored, and scaled across Peabody's Technology and Data estate.
- Strengthen the design and development foundations for AI by supporting practical approaches to prototyping, model evaluation, repeatable delivery patterns, and lifecycle management that align with enterprise architecture standards.
- Establish responsible AI standards and governance by working in with stakeholders across the organisation.
- Delivery of agreed AI pilots and proof of concepts with clear evidence of successful integration into existing systems and platforms and transition to operations.
- Demonstrable progress in the organisation's ability to deliver and govern AI effectively, including clear ways of working with other teams, stronger controls, improved technical readiness, and increased internal capability.
- Clear evidence that AI initiatives are making effective use of existing technology platforms, architecture standards and enterprise services, including the data platform (where appropriate).

About you:

You will be:

- A visible and credible leader who can connect AI to better outcomes for residents, colleagues and the wider organisation.
- Curious, forward-looking and willing to learn, with the energy to help stay at the forefront of AI innovation and emerging best practice.
- Pragmatic and outcomes-focused, with the judgement to balance innovation with governance, risk, ethics and long-term sustainability.
- A strong collaborator who can work confidently across business areas, partners, Data and IT to build trust and deliver enterprise-wide solutions.
- Comfortable leading in an environment of experimentation and change, with the judgement to help teams test ideas, learn quickly, adapt and focus effort where value is greatest.
- A clear communicator who can explain complex technical ideas in straightforward language and build confidence at senior levels across the business.
- Values-led, with a clear commitment to ethical, transparent and secure use of AI in ways that reflect Peabody's purpose and values.

You will have:

- Strong understanding of AI concepts, methods and delivery approaches, with the ability to lead both strategic direction and practical implementation.
- Strong understanding of AI and modern data platforms.
- Shape delivery using modern data and engineering practices that align with enterprise architecture, security, and platform standards
- Knowledge of responsible AI, data ethics, transparency, privacy and the governance needed to support safe and compliant adoption.
- Experience of leading innovation, pilots or product development in a way that supports rapid learning, honest review of what has not worked, and continual adaptation to improve outcomes.
- Experience of working with external partners and suppliers to deliver innovation and build internal capability over time.

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Leadership responsibilities

- As part of the senior leadership community, contribute to the successful delivery of Peabody's strategic priorities and support the organisation's ambition to use AI, data and technology to improve outcomes for residents and colleagues.
- Demonstrate strong and inclusive leadership, helping to build a culture where people are supported to learn, contribute and grow.
- Lead with clarity and purpose through change, helping teams test, learn and adopt new ways of working with confidence.
- Create and maintain a culture where responsible experimentation is encouraged, learning is shared openly, and teams are supported to adapt quickly in pursuit of better value and better outcomes.
- Build effective relationships internally and externally by being visible, engaged and collaborative across business areas, partners and professional networks.
- Create and maintain a culture of high performance and continuous improvement by setting clear expectations, supporting colleagues and championing responsible innovation.

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