

Job title:	Strategic Project Lead
Line manager:	Group Strategy Director
Grade (if applicable):	1
Direct reports:	Project Place Manager



Role purpose:

This role offers an exciting opportunity turn Peabody's strategic vision for local, place-based working into real change on the ground. Working closely with the Group Strategy Director, you'll lead bold, forward looking research and development projects that turn innovative ideas into practical, impactful initiatives.

Your first focus will be Local Peabody: Project Place – an ambitious, cross-organisational initiative exploring how Peabody can best serve and empower its local neighbourhoods. Running over the next 12-18months, this project will test new ways of working through on-site pilots, deep research, and sector leading design work.

You'll provide visible leadership across the initiative, including on-site pilots and line management of a dedicated pilot lead. You'll design and deliver high-impact research and shape proposals that bring together learning from the pilots, best practice from inside and outside the sector, and the experience of residents and colleagues. Working closely with operational teams and senior leaders, you'll make sure learning from our local teams translates into a plan for immediate improvements and credible, long-term models for how Peabody operates.

Combining strategic thinking with hands on delivery, you'll manage complex projects and build strong relationships across teams. You'll need to thrive in cross-functional environments, bringing curiosity, creativity and a drive to turn ideas into action. Confident in leading teams and bringing together diverse perspectives, you'll collaborate with colleagues at all levels to shape and implement changes that deliver real benefits and outcomes for residents.

While Project Place will be your initial priority, you'll also have the opportunity to contribute to a wider strategic R&D initiatives as they emerge, helping Peabody stay at the forefront of innovation in housing and community impact

You will be based primarily at Peabody offices, with regular time on-site to engage with local teams and communities.

Key results:

- Lead Project Place, managing on-site pilots, workstreams, and stakeholders to deliver practical, evidence-based recommendations for place-based working.
- Translate insights from trials, resident engagement, and external best practice into actionable improvements across Peabody, supporting both operational and strategic decision-making.
- Foster strong collaboration across internal teams, local pilots, residents, and senior leaders to ensure alignment and shared ownership of outcomes.
- Provide leadership, guidance, and coaching to the Place Lead and other colleagues involved in the trials.
- Facilitate engagement with residents, external experts, and related initiatives, bringing in diverse perspectives to inform strategy and design.

Version Date:

Signed off by:

- Establish and maintain a robust project plan, delivering to time and budget while tracking progress, risks, dependencies, and key decisions.
- Contribute to wider strategic research and development initiatives aligned with the Group Strategy.

Success metrics:

- Delivery of Project Place milestones on time, within scope, and aligned with strategic objectives.
- High-quality, actionable insights and recommendations that shape organisational strategy, strengthen resident engagement, and improve local outcomes.
- Demonstrable improvements in local service performance, resident satisfaction, and collaboration across teams and communities.
- Clear evidence of joined-up working across Peabody, reducing silos between functions and services.
- Positive engagement and feedback from residents, local trial teams, senior leaders, and other key stakeholders.
- Comprehensive documentation and case studies capturing successes, challenges, and learning to support knowledge transfer internally and externally.
- Establishment and effective operation of the external advisory Place Panel, contributing to project design, insight, and recommendations.

About you:

You will be / have:

- Able to lead with authority and credibility in complex, cross-functional environments, demonstrating resilience, sound judgment, and strategic clarity.
- Strategically minded, with the ability to connect long-term organisational goals to practical delivery and tangible improvements for residents.
- Skilled in critical thinking, able to synthesise complex information, identify patterns, and make informed, actionable recommendations.
- Experienced in leading complex, multi-stakeholder programmes or projects, ideally within housing, regeneration, or the built environment.
- Knowledgeable in place-based working, local service delivery, and organisational change.
- Highly collaborative and an excellent communicator, adept at building alignment and consensus across diverse teams and stakeholders.
- Confident engaging colleagues across functions and disciplines, navigating ambiguity, and fostering strong working relationships.
- Experienced in embedding change, influencing behaviour, and building high-performing teams.
- Skilled in strategic planning, design thinking, and service design methodologies (desirable).
- Commercially and financially astute, able to manage budgets effectively and deliver value for money.
- Educated to degree level or equivalent in a relevant field such as property, planning, urban design, research, regeneration, or a related discipline.