Job Description

Job title:	Business Change Manager
Reports to:	Director of Organisational Development & Culture
Responsible for:	No direct line management responsibility (Working closely with programme teams, leaders and change networks)

Role Overview

We make moments that matter by truly caring about our customers and ensuring they are at the heart of everything we do.

Like us, you are committed to improving outcomes for customers by helping the organisation change in ways that are understood, adopted and sustained. We deliver affordable homes and build better futures by actively listening to the needs of our customers and colleagues, and by ensuring that change translates into better experiences, services and ways of working.

As Business Change Manager, you will play a critical role in making change happen in practice. You will lead the people side of major change programmes, laying the groundwork for change readiness, building understanding and buy-in, and ensuring new ways of working are adopted and sustained. You will work alongside programme and operational leaders to ensure that change is not just delivered, but embedded – addressing impacts on roles, behaviours, capability and culture. Your focus will be on readiness, adoption, behaviour change and whether customers and colleagues can genuinely feel the difference.

Core Values Alignment

We live and breathe our values. We are Smart, Driven, Caring, and Inclusive. Our colleague and leader competency framework underpins this and provides clarity around the behaviours expected at Accent.

In this role, you will bring a human-centred, values-led approach to change, ensuring colleagues are engaged, supported and equipped to succeed through change. You will balance challenge with empathy, using insight and evidence to build strong cases for change while recognising the real impact change has on people.

As a Smart and Driven practitioner, you will apply change theory pragmatically, turning frameworks into practical action. Caring and inclusivity will be central to how you manage resistance, build trust and support leaders to role-model new behaviours.
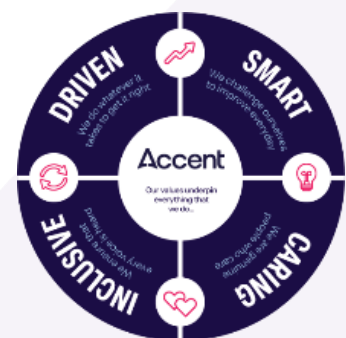
Key Responsibilities and Duties

- Build and articulate clear cases for change, working with programme teams and leaders to define the why, what and how of change initiatives.
- Lay the groundwork for effective change by assessing change readiness, identifying risks, dependencies and enablers, and putting mitigations in place.
- Provide change readiness assurance to programmes and sponsors, highlighting gaps, risks and actions required to support successful adoption.
- Assess and manage the impact of change on roles, behaviours, capability and ways of working, ensuring impacts are understood and addressed.
- Work with leaders to build alignment, sponsorship and role-modelling, ensuring leaders are equipped to lead change visibly and consistently.
- Identify and address behaviour change and capability gaps, working with OD, training and programme teams to ensure appropriate support is in place.
- Anticipate, surface and manage resistance to change, using insight, engagement and targeted interventions to build understanding and commitment.
- Design and deliver engagement and adoption plans that support sustained change, not just initial implementation.
- Create and deliver clear, multi-channel change communications, ensuring messages are timely, relevant and meaningful for different audiences.
- Establish and track adoption and success measures, including leading and lagging indicators, and take action where adoption is at risk.
- Monitor whether old habits and legacy ways of working are being let go, and support leaders and teams to embed new practices.
- Ensure change translates into improved customer and colleague experience, testing whether customers can genuinely feel the difference.
- Work collaboratively with programme teams, leaders and stakeholders to sequence change effectively, manage risks and ensure delivery at pace.

The must haves:

- Strong experience delivering major organisational change programmes, ideally across complex or multi-workstream environments
- Deep understanding of change management theory, with a proven ability to apply it pragmatically
- Experience assessing change readiness, adoption and behavioural impact
- Strong stakeholder engagement and influencing skills, including with senior leaders
- Experience managing resistance and navigating ambiguity
- Excellent communication skills, both written and verbal
- Ability to work at pace while maintaining focus on people, outcomes and sustainability
- Strong analytical and problem-solving capability, using insight to inform action

The added extras:

- Practical knowledge of APM, PROSCI & ADKAR
- Experience of change within large-scale transformation or digital programmes
- Familiarity with adoption metrics, behavioural KPIs and benefits realisation
- Experience working with change networks, champions or sponsor coalitions
- Understanding of organisational culture and behaviour change
- Experience working in regulated or customer-focused environments

This role description highlights key responsibilities but is not exhaustive. Colleagues will agree on priorities with their Line Manager and are expected to work flexibly, supporting the team and working collaboratively across teams to deliver outstanding results for our customers. Working together as one team is our norm at Accent and reflects how we achieve success and meet the organisation's evolving needs.

We work flexibly and on an agile basis. We design our work around the customer with the focus being on ensuring we deliver the best possible service to our customers and to the best of our abilities. How and where you work will be agreed with your line manager to achieve the best outcome for both the organisation and for you, wherever possible.