

unipol

Candidate Brief



Sales and Marketing Director
Grade 8 (£45,585 - £54,395)



The Role

**Location: Unipol Student Home,
155-157 Woodhouse Lane, Leeds, LS2 3ED**
(with occasional travel to Nottingham and Bradford)

Hours: Full Time. Monday to Friday
(1 day working from home)

The Sales and Marketing Director is responsible for defining and leading the marketing and sales strategy for Unipol Student Homes. The role focuses on promoting and letting our portfolio of student accommodation, both purpose built and off-street. Additionally, the Director will raise awareness of the importance of renting from a Code landlord, promote Unipol's advice services, and marketing the local and national Codes to increase participation from landlords. The successful candidate will drive revenue growth, enhance brand visibility, and ensure high occupancy rates across our properties.



Key Responsibilities

- Develop and implement a comprehensive sales and marketing strategy aligned with Unipol's business objectives
- Identify market trends, target demographics, and competitive landscape to inform strategic decisions
- Oversee the creation and execution of marketing campaigns to promote student accommodation and other services
- Raise awareness about the importance of renting from a Code landlord and the benefits of Code membership
- Promote Unipol's advice services to students and other stakeholders
- Drive digital marketing efforts, including website, social media, email marketing, and SEO/SEM
- Collaborate with the design team to produce high-quality marketing materials and content
- Analyse and report on the effectiveness of marketing campaigns adjusting strategies as needed
- Lead the sales team to achieve occupancy targets for student accommodation
- Develop and maintain relationships with universities, managed owners, landlords, student unions, and other key stakeholders
- Implement and manage an efficient lettings process, ensuring a high standard of customer service
- Utilise CRM systems to track leads, manage customer interactions, and optimise the sales funnel
- Develop and execute marketing strategies to promote Code membership and training services
- Engage with current and potential Code members to understand their needs and promote the benefits of membership and training
- Oversee the planning and delivery of training programs, ensuring they meet high standards of quality and relevance
- Market the local and national Codes to increase participation from landlords
- Work with the operations team to ensure that accommodation offerings meet the needs and expectations of students
- Work with the senior management team to identify opportunities for new services and enhancements to existing services to drive revenue growth
- Manage and mentor the sales and marketing team, fostering a collaborative and high-performance culture
- Set clear performance goals and provide regular feedback and development opportunities
- Prepare and manage the sales and marketing budget, ensuring cost-effective use of resources
- Monitor financial performance and provide regular reports to the executive team.

Person Specification

- Bachelor's degree in Marketing, Business Administration, or a related field OR a Minimum of 5 years of experience in sales and marketing at a senior level, with a proven track record of achieving targets
- Experience in the student accommodation, property management or hospitality is highly desirable
- Strong leadership and team management skills
- Excellent communication and interpersonal skills
- Proficiency in digital marketing tools and CRM systems
- Strategic thinker with strong analytical skills
- Ability to work in a fast-paced, dynamic environment
- Results-oriented with a strong drive to achieve and exceed goals
- Creative and innovative approach to marketing and problem-solving
- Customer-focused with a commitment to providing exceptional service
- Strong organisational and time management skills
- Collaborative team player with the ability to build strong relationships internally and externally.



General Information

Unipol is a housing Charity, providing assistance in finding and supplying housing for students in Leeds, Nottingham and Bradford. All those working in Unipol are jointly employed by Unipol and the University of Leeds.

Further details about Unipol can be found here www.unipol.org.uk