

Job Specification

Leasing Manager

Dockside, Leith, Edinburgh

About Us:

Dockside is owned and managed by Goodstone Living (GsL), and its Investors. GsL is a UK-based residential investment management company founded in 2020, specialising in acquiring, developing, managing, and operating high-quality rental properties in London and key regional cities, GsL works on behalf of institutional capital partners. The senior management team brings extensive experience in the UK residential sector, particularly in development and operations, with ownership shared by Macquarie Asset Management and Senior Management.

Native Communities, one of the UK's fastest-growing BTR and large-scale mixed-use operators with over 4,000 units under management, has been appointed as Goodstone Living's Operating Partner to oversee Dockside. Known for delivering outstanding customer service and maximising rental growth, Native Communities is dedicated to operational excellence and are on an ambitious journey to continue its growth across the UK and to build a reputation for delivering a fantastic service to both investor clients and residents.

Summary of Position:

As Leasing Manager, you will be responsible for leading the execution of Goodstone's leasing strategy on a 373 unit build to rent (BTR) site located in Leith, Edinburgh. This role involves managing the leasing process and implementing effective marketing campaigns to attract and retain residents, focusing on rental values and occupancy rates, and enhancing resident satisfaction through your highly motivated and dynamic team. You will be responsible for building and upholding Dockside's reputation and brand within the local community, working closely with the General Manager. All whilst achieving the highest possible approval ratings for customer experience, resident satisfaction and team engagement.

As Leasing Manager at Dockside, you will bring proven leadership skills, a history of inspiring and managing a high-performing team, and the ability to communicate effectively across all levels. Your solid commercial acumen drives you to consistently identify opportunities to maximise rents by understanding the product, highlighting its value, and tailoring your approach to the targeted demographic. With deep experience in leasing residential, build-to-rent, or mixed-use developments, you lead your team to deliver exceptional customer service throughout the customer journey. You align daily operations with the broader business objectives, anticipate emerging market trends, and respond strategically to optimise performance. Dedicated to developing your team, you understand that positive collaboration and continuous improvement are vital to achieving shared success.

Principle Duties & Responsibilities:

We've summarised here some of the day-to-day functions of the role:

Leasing Management

- Deliver leasing and renewal strategies by working closely with Native, our Operating Partner, to ensure successful lease-up, full occupancy and resident retention
- Regularly review the referencing process and its customer journey, and how it impacts the viewing to deal with conversions and identify improvements or trends
- Provide creative and innovative ideas to enhance marketing initiatives
- Ensure delivery of marketing campaigns, which may include scheme branding, website development, digital marketing, open days, and execution of traditional and online marketing campaigns, in collaboration with the relevant marketing teams
- Understand the competitive marketplace and regularly review competitor strategies, amenity provision and service delivery to ensure our buildings outperform the 'market average'
- Ensure data processing remains efficient and accurate at all times and the CRM system is up to date
- Contribute to social media marketing initiatives driven by our operating partner
- As a brand guardian, you will ensure all output is on brand, meets objectives and is consistent across all marketing channels
- Review marketing channels to ensure consistency and report any functional inconsistencies which impact the customer experience
- Work closely with our operating partner, Native, to create an engaged and driven leasing property team that instinctively takes accountability for enquiry and viewing conversion, revenue growth, occupancy, and excellent customer service
- Maintain a collaborative and productive relationship with all team members, aligning goals, standards, and best practices to ensure a consistent end-to-end leasing process, from customer enquiry to lease signing and renewal
- Lead weekly leasing and marketing updates between Goodstone and Native, the Operating Partner, ensuring alignment on strategy and objectives
- Provide regular performance reports, detailing key metrics such as occupancy rates, rental growth, compliance standards
- Maintain comprehensive and up-to-date records of all leasing activities within the company's property management system for optimal transparency and reporting

Compliance and Legislation

- Ensure all lettings activities comply with relevant property legislation, including but not limited to, tenant deposit protection, right-to-rent checks, and health and safety regulations
- Stay updated on changes in property law and industry standards, implementing necessary adjustments to policies and procedures
- Conduct regular audits of tenancy documentation and procedures to ensure compliance

Resident Experience

- Ensure your team delivers a consistent customer experience that meets brand standards
- Engage the local property teams and residents to ensure your team drives Goodstone's operational social values across the schemes
- Contribute to community engagement by working closely with the General Manager and the rest of the team to ensure residents' events, communication, and initiatives contribute to a rich sense of community in line with the social value ambitions
- Contribute to service delivery performance and seek ways every day to exceed service expectations of residents
- Proactively enhance the property's reputation by driving positive online reviews and cultivating a strong digital presence through exceptional resident experience
- Maintain a robust and responsive leasing process throughout all touch points of the customer journey

Develop and Manage Team

- Foster a culture that leads, guides, and motivates the leasing team to deliver optimum efficiency and service
- Contribute to a positive, aspirational culture where team members understand their role in delivering our goals
- Develop a highly collaborative team environment and empower team members to think freely and execute accordingly
- Foster an environment to encourage continuous staff development and a strong customer service attitude
- Participate in the recruitment process by interviewing candidates and offering insightful hiring recommendations to the General Manager
- Provide a warm and supportive onboarding experience for new team members, assisting their development by answering questions and offering guidance
- In partnership with the General Manager, lead monthly one-on-one meetings with Leasing Associates to provide guidance, feedback, and support for professional growth
- Consistently monitor and evaluate both individual and team KPIs to ensure performance targets are met and identify areas for improvement

If you're ready to be our next Native, you'll probably

- Experience in leadership and team management – ability to inspire, coach, and lead a high-performing team. Proven track record in delivering strong results against sales/leasing target
- Commercial acumen – focus on driving revenue, occupancy rates, and overall property performance
- Strong sales and negotiation skills – ability to close deals and maximise rental income

- Market knowledge – deep understanding of the local rental market, trends, and target demographic
- Customer service excellence – proven track record of delivering exceptional resident experiences
- Communication skills – clear, effective communication across all levels, both internally and externally
- Analytical skills – proficient in analysing KPIs, occupancy data, and financial reports to inform decision-making
- Marketing savvy – experience in collaborating on and executing marketing strategies to attract tenants
- Organizational skills – ability to manage multiple tasks, deadlines, and budgets efficiently
- Tech proficiency – familiarity with property management software and digital tools for leasing and reporting
- Practical understanding of Landlord and Tenants Act and housing/rents act legislations
- Ability to be on call duties weekends and bank holidays if/when business requires
- Ability to work weekends to support the lease up strategy
- Ideally, hold the relevant qualifications, Scottish Propertymark Level 6 or above