

Job Specification

General 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:

The General Manager role will lead and oversee the onsite lettings and property management team of a 373 unit build to rent (BTR) scheme in Leith, Edinburgh, which also contains 2 commercial units. The successful candidate will have responsibility for building and maintaining the reputation and brand of the development within the local community, maximising revenue growth and managing costs within the limits of the budget. You will also have responsibility for the Health and Safety of the scheme and lead on the implementation of the sustainability initiatives, all whilst achieving the highest possible approval ratings for customer experience, resident satisfaction and team engagement.

You will have proven leadership skills, and a track record of leading a highly motivated team with the ability to communicate effectively at all levels. Highly commercial and always seeking opportunities to drive revenue, you will have a keen focus on maximising rental growth and operational efficiency. Your background in senior leadership within a similar industry has equipped you with a deep understanding of delivering outstanding customer service. Finally, you will have the energy and interpersonal skills needed to create a thriving community by building relationships, and a keen eye for detail, always maintaining the asset to the highest quality.

Principle Duties & Responsibilities:

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

Financial Management

- Responsible for the management and performance of the operating budget of the scheme
- Hold regular business reviews (in line with the PMAs) with the operations teams to discuss site performance and agree improvement and recommendation
- Ensure all works instructed for the scheme are within budgeted limits (or authorised limits) using pre-agreed suppliers only
- Oversee rent collection and take the lead on escalated arrear cases, ensuring the arrears process is followed and legal processes are instructed as required
- Review and maximise all ancillary income for the scheme and identify new income avenues through new opportunities
- Lead on financial and operational reporting providing detailed analysis on expenditure and any related variances against agreed budgets in collaboration with the Finance Team and Regional Head of Operations.

Manage and Develop Team

- Overseeing the operations of the onsite team, ensuring excellence across all departments including Customer Service, Facilities Management, Health & Safety and Leasing
- Lead on recruitment, induction, training & development of onsite teams in line with company processes
- Foster an environment to encourage continuous staff development and a strong customer service attitude
- Coach, mentor and develop your team including conducting regular one to ones with your team and ensure line managers within your team are doing the same

Leasing & Administration

- Provide insight onto the performance of the local market, competitors and local demographic as required
- Oversee the applicant journey ensuring the tenancy progression paperwork is completed to a high accuracy and within agreed SLAs
- Where required assist the Leasing Team with the resident journey from initial enquiry through to resident move in

Property Management

- Actively engage and develop a network in the local business community to raise the profile of the building and build awareness of revenue-driving opportunities
- Implement and optimise strategies to ensure the smooth running of all aspects of the community from mobilisation to stabilisation

- Ensure that the appearance and physical aspects of the community meets operational standards and exceeds resident's expectations
- Monitor maintenance activities to ensure resident requests and preventative maintenance programs are being performed according to company standards and exceeding SLA's
- Responsible for Health and Safety obligations, including ensuring all statutory requirements are met ahead of the deadline and compliance levels for the scheme are exceeding expectations
- In the event of any major incident or crisis, be available to support the team
- Liaise and build a relationship with the Tenants of the commercial units on site to ensure a strong relationship and to resolve any issues that may arise
- With the regional Head of Operations, monitor and develop long-term asset management strategies to increase efficiencies and extend the lifecycle of assets. Suggest and implement enhancement projects to increase market standing and profitability. Work with clients to understand long-term asset performance goals and work with them to implement these strategies

ESG and Social Value

- Accountable for integrating ESG principles and promoting social values into all aspects of the business, ensuring sustainability, ethical practices, and community engagement are at the forefront of operations.
- Lead on partnerships with local charities, local businesses and other local stakeholders to maximise our social value impact

Resident Experience

- Communicate effectively and courteously, whether face to face, via telephone or in writing, with residents and colleagues, clearly understanding and responding to their needs
- Create a community through an engaging resident events calendar, including integration into the local community through a number of different initiatives
- Ensure the team is delivering a world-class customer experience throughout all touchpoints of the resident experience
- Overseeing the social media activity in line with the schemes of social media policy
- Be the contact for the team regarding any escalated resident's complaints to ensure these are resolved within agreed SLAs

If you're ready to join us, you'll probably:

- Have experience in a leadership role in build-to-rent or other purpose-built residential asset classes (hospitality, PBSA, serviced apartments etc) for at least 3 years
- Proven track record of assisting in the management of profit and loss accounts
- Strong commercial awareness and high level of capability and competence with financials
- Display resilience and confidence with a true customer service ethos

- Strategic thinker, able to assess complex matters and provide timely, relevant, and concise advice
- Enthusiastic and driven with a desire to achieve outstanding results in a team environment and ensure the highest standards
- Creative and innovative approach
- Excellent written and oral communication skills in preparing correspondence, submissions, presentations, and reports
- Strong proficiency in using business systems software
- Live within reasonable travel distance to the scheme (within 30min drive)
- Ideally, hold the relevant qualifications, Scottish Propertymark Level 6 or above, IRPM Level 3 or above, and IOSH.
- Ability to be on call duties if/when business requires