



Lettings Manager

Location: On-site, Stratford, London

Reporting to: Housing Services Manager

Contract Type: Full-time

Salary: £42,000.p.a

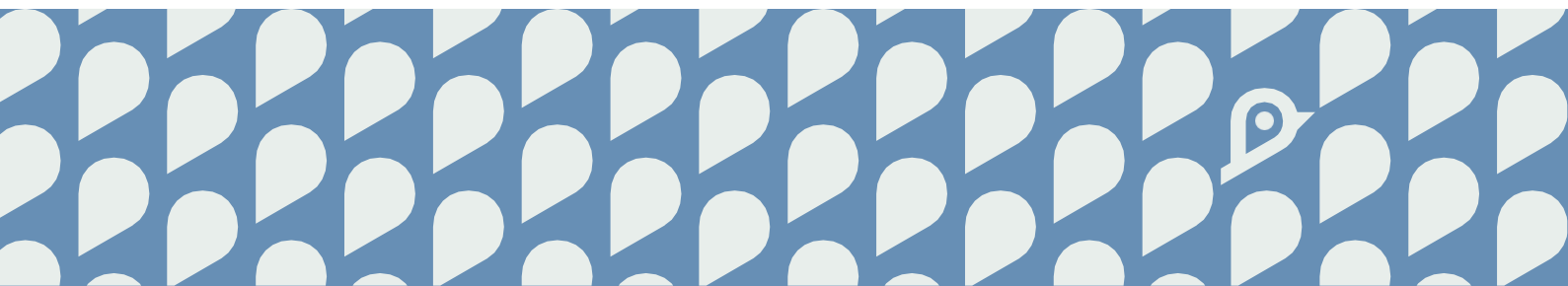
About us

Populo Living is Newham's housing company; we are wholly owned by the London Borough of Newham. Populo exists to tackle the shortage of homes in the Borough and to deliver half of these homes at genuinely affordable levels.

The Populo Group has evolved since its inception to become a leading provider of both affordable and privately rented homes. Our profits are recycled back into delivering even more high-quality homes for people who want to make Newham home. Having somewhere to call home is fundamental to people's health and wellbeing and is the central pillar of our mission.

We believe in "Making Newham home". We are designing and building better homes and places that people want to call home. Our high quality, spacious and environmentally friendly developments will become new communities and strengthen existing ones. Whether for private or social rent, residents will enjoy excellent standards of design and attention to detail. Together with our sole shareholder Newham Council, we are focused on the need to deliver for Newham's people. This long-term commitment means that our exceptional customer service and commitment to our tenants is here to stay.

Populo Homes is our registered provider of social housing and is an integral part of the Populo Group. The Group also includes a design and build subsidiary. We are a small dynamic team who have grown quickly and operate in a very collegiate way. We value our connections to Newham, it is important to us to reflect and understand our Borough and its diverse communities. We are always keen to hear from local people who share our values around diversity and inclusion. We welcome applications from all individuals who can bring skills and importantly, the right attitude for our ambitious team.





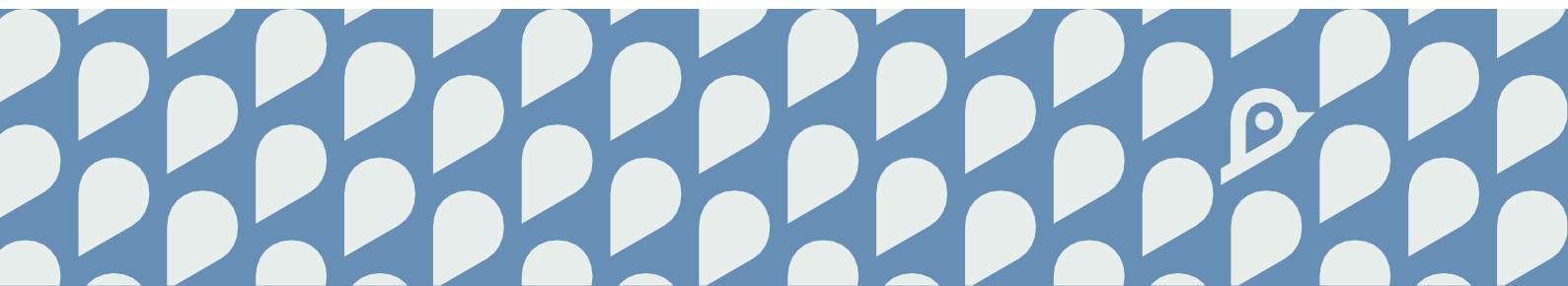
Role purpose

Delivering an excellent lettings service that maximises occupancy, minimises void loss and ensures a positive customer experience.

Your role will be to lead and manage the end-to-end lettings function across Populo Living's portfolio, ensuring homes are marketed effectively, let efficiently, and occupied in line with business objectives. You will be responsible for maximising rental income, reducing void periods, maintaining compliance with legislative and regulatory requirements, and providing an outstanding customer journey from enquiry through to move-in. Working closely with colleagues, contractors, and prospective residents, you will drive performance and continuous improvement across the lettings service.

Key responsibilities

- Lead the delivery of the lettings service across the organisation, ensuring homes are let efficiently and in accordance with company policies and procedures.
- Develop and implement effective marketing and lettings strategies to maximise occupancy and minimise void periods.
- Manage the end-to-end customer journey, including move outs, void works, enquiries, viewings, applications, referencing, sign-ups and move-ins.
- Monitor lettings performance, analysing key metrics including void loss, occupancy levels, conversion rates and customer satisfaction.
- Ensure compliance with all relevant housing legislation, regulatory requirements and industry best practice.
- Oversee the allocation and letting of private rented homes, ensuring fairness, transparency and compliance with agreed eligibility criteria.
- Ensure homes are ready for occupation and meet required standards.
- Lead, coach and develop a marketing officer, setting clear objectives and promoting a high-performance, customer-focused culture.
- Manage budgets associated with lettings activities and ensure value for money is achieved across all services.
- Investigate and respond to customer complaints, feedback and service improvement opportunities.
- Produce regular performance reports and provide insight and recommendations to support strategic decision-making.
- Support the organisation in responding to changes in housing legislation, market conditions and regulatory requirements.
- Contribute to wider organisational projects and initiatives that improve resident outcomes and operational performance.





About you

Essential:

- Significant experience in a residential lettings, housing management or property management environment.
- Strong understanding of the private rented sector, and residential lettings practices.
- Proven experience of managing a lettings function and achieving challenging occupancy and void reduction targets.
- Excellent knowledge of housing legislation and compliance requirements relevant to lettings and tenancy management.
- Strong commercial awareness with the ability to balance customer needs and business objectives.
- Excellent communication and interpersonal skills with the ability to engage confidently with residents, colleagues and senior stakeholders.
- Strong analytical skills with the ability to interpret performance data and drive service improvements.
- Experience of managing, motivating and developing staff.
- Highly organised, proactive and able to manage competing priorities effectively.
- A commitment to delivering excellent customer service and achieving positive outcomes for residents.
- Strong IT skills and experience using housing management or property management systems.

