



Sales Manager Recruitment Pack



Summary and background

Sulets is a registered charity which provides accommodation services to students in Leicester and have recently expanded to the busy Loughborough market. The charity reports to a Trustee Board made of key members of the three Universities and their Student Unions. We have seven large accommodation sites around the city and around 150 individual student houses, we act as an agent between the owners and students.

Our vision is to become the leading provider of student accommodation in Leicester and Loughborough, recognised locally and nationally for our high-levels of quality and service.

Sulets are currently seeking a talented Sales Manager to develop and maintain relationships with both landlords and tenants, working with the Marketing Team and Property Management Officers to drive sales and quality of service. This role is critical to our growth strategy and is key to achieving annual income generation and lettings targets.

You will be an experienced sales professional with a proven track record of delivering measurable outcomes. Experience and understanding of the property and lettings sector is desirable as well as a positive attitude, enthusiastic personality and a 'can do' attitude. Willingness to work in a student-focused environment is also essential.

To apply, please send a covering letter, along with your CV to: emma.fox@sulets.org

Job Specification

Job title:	Sales Manager
Department:	Sales and Marketing
Salary:	£33,000 base +bonus. OTE £43,000
Hours of Work:	Monday to Friday (37 hours pw) University Open Days (Rota Basis). Occasional weekend working at key points during the year.
Term:	1 year (maternity cover) initially, with possibility to permanent.
Responsible to:	CEO
Purpose of Post:	Under the supervision of the CEO, to be responsible in driving sales at Sulets. To develop relationships with students and landlords, ensuring all our properties are full whilst increasing the number of private houses in the Sulets portfolio.

Main duties and responsibilities

- To be responsible for driving sales at Sulets ensuring that sales targets are met and growing the overall portfolio.
- To conduct viewings of properties with prospective tenants
- To be responsible for property take-ons, meeting landlords, appraising properties and providing accurate valuations and to be the central point of contact for new landlord enquiries
- Boost sales of the Sulets purpose-built accommodation and ensure spaces are occupied as early in the cycle as possible
- To promote the service to owners of suitable properties and to ensure the properties and landlords accepted meet minimum standards set
- To liaise with landlords, providing regular feedback and make recommendations on necessary improvements
- To be responsible for the promotion of available properties to students at both Universities, via the University and the Students' Union, using appropriate media channels
- To deal effectively with prospective and existing tenant queries, being able to identify and respond to customer needs in an efficient manner
- To assist with the drawing up of tenancy paperwork and the move in process
- Seek to expand new business in the private market, with a particular focus on the Loughborough area.

- To build general local knowledge base and overall understanding of market in terms of the products and services offered by competitors.
- Provide overall customer service support at both sites where required at critical times of the year, dealing with face to face and over the telephone/email enquiries
- Support the Marketing Team at all University Open Days and Fresher's Fair events, representing Sulets face to face with our customers
- To work flexibly during key letting period, November to February and June to September
- Any other duties as may be reasonably required for the smooth running of Sulets as required by the CEO

This job specification is subject to alteration after consultation with the post holder following any change in circumstances.

April 2026

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Department: Sales and Marketing

Skills and competencies required	Essential	Desirable
Qualifications		
Good general education, A level or beyond, including Maths and English at least to GCSE level	√	
Related educational or professional qualification		√
Full UK Driving Licence & Access to a car	√	
Knowledge and Experience		
Relevant skills and experience in the field of property agency lettings or demonstrable transferable skills	√	
Experience of using Lettings Agency Software		√
Knowledge of housing legislation relating to private rented sector		√
Experience of sales and marketing	√	
Experience of dealing with Landlords and tenants		√
Experience of developing and managing relationships with stakeholders to deliver objectives		√
Experience of promoting a letting agency service	√	
Experience of property inspections or accreditation	√	

Skills and competencies required	Essential	Desirable
Skills and Abilities		
Ability to present information clearly and concisely in writing or verbally	√	
Ability to establish strong working relationships with a wide range of individuals both within and outside Sulets	√	
Information gathering and / or research skills, for example acquiring knowledge	√	
Ability to work using own initiative	√	
Computer literacy - standard office software including spreadsheets and keyboard skills (use of web based systems would be advantageous)	√	
Personal Qualities		
Understanding of a commitment to Equality of Opportunity	√	
Team focused approach	√	
Self-motivated	√	
Flexible	√	
Committed to continuously improving service delivery	√	
Customer focused	√	
Persistent and able to persuade others to meet deadlines	√	
Attention to detail	√	
Willing to travel across Leicester - often on foot	√	