

Role title	Leasing Performance Manager	Grade	SCHCADS Level 6
Business unit	Connect Westmead	Division	Homes
Engagement type	Permanent	Engagement hours	Full time
Role family	Homes	Reports to	General Manager, Westmead
Location	Connect Westmead	In office category	5 in office and/or onsite

Purpose of the role

The role will initially be part of the Connect Westmead development project team and will assist in developing and executing pre-launch leasing of residential apartments, ancillary services (car parking, storage, etc), tactical marketing activities, drive business development, and ensure a best in class resident leasing experience is delivered to prospective and existing residents. Post launch, the role will oversee and manage all leasing activity for the Connect Westmead property, to optimise the occupancy and revenue performance against budget.

Essential criteria

- Qualifications in Property Management, Business Administration or a related field or equivalent operational management experience.
- A working knowledge of the Residential Tenancy Act 2000;
- Sound experience in meeting lease targets in a large-scale residential leasing environment, preferably including development to operational transitions;
- Demonstrated skills in negotiation, customer service, organisational and time management, prioritising and planning, communication and PC literacy and the ability to work collaboratively with internal and external stakeholders;
- Proven ability to work with business acumen and a social heart and balance strategic business goals with day-to-day operational needs, and the self-motivation, compassion and resilience to continuously improve and drive the delivery of best outcomes for the business and customers.

Key accountabilities

Leasing & Product Development

- Develop and continually improve a compliant and effective leasing operational framework (products, experiences, tools, SOP's, user training and guides, competitor analysis, revenue forecasting etc) and manage the CRM system to optimise lease and revenue performance, reporting and administration.
- Drive marketing efforts including online listings, social media campaigns, and community outreach programs, to attract and retain residents, and increase visibility, interest and lease uptake.
- Oversee the timely delivery of Connect Westmead marketing materials and campaigns ensuring brand guideline and RTA compliance.
- Create tools and conduct training to ensure staff are appropriately trained to perform the leasing component of their roles effectively.

Communications and Stakeholder Relations

- Review and contribute to the development of advertising and promotional strategies to support business development and ensure that all information is accurate, timely and aligned to organisational objectives.
- Oversee the website and marketing channels to ensure compliance with social media, website and digital marketing procedures and guidelines, maintaining consistency and standards across platforms.
- Attend internal and external conferences, conduct market research and monitor the media to provide and share market intelligence and insights into sector developments and implement learnings as required.
- Develop and maintain accurate CRM contact schedules and record, build and maintain effective business relationships with relevant layers within identified stakeholders to be operationally effective and achieve business objectives.

Operations & Administration

- Create and maintain a comprehensive leasing and reporting framework that informs stakeholders and assures all leasing activities comply with relevant laws, regulations and company policies.
- Manage the relevant budget, address tenants in arrears and perform and perform regular reforecasts in consultation with the GM & Finance to ensure effective lease management reporting and evidence-based decision making.
- Assist the General Manager to create strategies that address let up statistic issues and impacts and create associated communications to inform the business as required.
- Develop, implement and maintain existing and new revenue streams and strategic initiatives and projects to drive and grow sustainable leasing and financial performance
- Assist in Board reporting and regularly review Site Budgets and Sales and Marketing Plans to ensure accuracy and facilitate, evidence-based information, decision making and reporting.
- Exercise delegated authority responsibly to ensure decisions are made within authorised limits and in alignment with SGCH's policies and procedures. and Product Development
- Contribute to a positive work culture through SGCH's ETHIC (Empowerment, Trust, Honesty, Integrity and Creativity) values to foster an inclusive and respectful work environment.
- Promote a safe and healthy work environment by consistently following safety protocols, fostering a positive safety culture, and reporting hazards and incidents.

Connect Westmead Overview

Connect Westmead is a build-to-rent (BTR) residential community currently under construction, located beside the Westmead Health and Innovation Precinct – one of the largest employment hubs in Sydney in a dynamic, walkable precinct with great connectivity to the Sydney Trains network and Parramatta Light Rail. The development will deliver 397 apartments offering a mix of 50% market and 50% affordable rental housing, with the affordable housing component targeting key workers. This exciting project requires a best-in-class team focused on leasing and the resident experience and is an outstanding opportunity for customer-focused professionals.

St George Community Housing (SGCH) Overview

We are a profit-for-purpose organisation that receives income from rent and reinvests it to deliver maintenance services and increase the supply of social and affordable housing. We balance business acumen with a social heart, strive for operational excellence and foster continuous learning and growth. We embody our ETHIC values and nurture a culture of kindness, respect, and teamwork to drive our mission to provide sustainable, safe, and affordable housing for all.