

**Job Title:** Sales and Partnership Manager  
**Reports to:** Commercial Director  
**Working Hours:** 40 hours per week  
**Based:** Field based

## ABOUT US

Host Student Housing Ltd is one of the largest providers of student accommodation in the UK. But more than that, we're a specialist operator, developer and owner.

Having been established nearly three decades ago, we have extensive knowledge of the sector and a track record of working with universities, global investors and third-party clients – both at home and abroad. We are responsible for the development, operation and management of more than 7,500 student beds in over 30 cities throughout the UK and Europe.

Our purpose at Host is to redefine the student living experience by providing exceptional Purpose-Built Student Accommodation. We are committed to creating vibrant, safe, and inclusive communities that foster academic success, personal growth, and a sense of belonging for our students.

We are committed to fostering a positive and collaborative work environment where each staff member is valued, equipped with the tools for professional growth, and motivated by a shared mission to enhance the overall living experience for our students. Through a culture of continuous improvement, open communication, and a strong sense of community, we aim to create a workplace where every team member feels fulfilled, motivated, and proud to contribute to the success of our students and the company as a whole.

## PURPOSE OF THE ROLE

The Sales and Partnership Manager will play a key role in maximising income and driving commercial performance across Host's PBSA and Co-Living portfolio. This role combines sales, revenue management, and market insight with the development of strong third-party agent relationships to deliver occupancy, revenue, and growth targets. Working closely with the Commercial Director, Operations, and Marketing teams, the Sales and Partnership Manager will ensure data-driven decisions, effective pricing strategies, and strong market positioning.

This role will also contribute to new business tenders, providing competitor intelligence, rent-setting proposals, and commercial analysis to support Host's growth ambitions.

## KEY RESPONSIBILITIES (including but are not limited to):

- Drive sales and revenue performance – support rent setting, pricing strategies, and occupancy optimisation across the portfolio.
- Manage third-party agents and partnerships – build relationships, negotiate terms, and hold partners accountable for delivering occupancy and revenue targets.
- Analyse markets and competitors – monitor trends, competitor pricing, and student demand to inform sales strategies and decision-making.
- Provide data insight and reporting – collate and interpret commercial data, ensuring accurate performance reporting for internal stakeholders and investors.
- Support new business tenders – contribute rent assumptions, market analysis, and sales forecasts to strengthen bid submissions and growth opportunities.

## ***Sales & Revenue Management***

- Audit Support the Commercial Director in setting rents and pricing strategies across the portfolio.
- Monitor occupancy and revenue performance, ensuring timely interventions to maximise yield.
- Analyse sales performance at property and portfolio level, identifying risks and opportunities.
- Work with site teams to drive summer income targets, group bookings, and short-term lettings.

## ***Partnerships & Agents***

- Build and maintain strong relationships with third-party agents and booking partners, both domestic and international.
- Negotiate commercial terms and ensure agents deliver occupancy in line with agreed targets.
- Develop new partnerships to expand Host's reach in existing and new markets.
- Monitor agent performance, ensuring accountability and value for money.
- Ensure reconciliation by site teams is conducted in a timely manner

## ***Training, Sales Process & Quality Assurance***

- Develop and deliver training for site teams on sales techniques, enquiry handling, and conversion best practice, ensuring consistency across the portfolio.
- Regularly review and audit site-level sales activity to confirm adherence to agreed processes, standards, and Host brand values.
- Introduce and manage a mystery shopping programme to measure service quality, conversion effectiveness, and customer experience.
- Provide coaching and feedback to Property Managers and site staff to improve enquiry-to-booking conversion and sales performance.
- Monitor and share best practice across sites, raising the overall standard of sales execution across the portfolio.
- Support new site mobilisations by managing sales enquiries until site teams are in place, ensuring processes are embedded and a smooth handover is achieved.

## ***Market & Competitor Analysis***

- Monitor competitor activity across operational cities, tracking pricing, incentives, and occupancy levels.
- Analyse student demand trends, university recruitment strategies, and pipeline developments.
- Produce competitor benchmarking and market intelligence reports for investor report, the wider business and site teams.
- Provide insight to support decisions on pricing, sales campaigns, and new market entry.
- Act as a Host brand ambassador.

## ***Data Analysis & Reporting***

- Collate, analyse, and interpret commercial data to inform decision-making.
- Support the Commercial Director with commercial performance reports and presentations for investors.
- Maintain accurate sales and leasing data for internal and investor reporting.
- Ensure data integrity across systems and processes, with particular responsibility for Hubspot

## ***New Business & Tender Support***

- Contribute to new business tenders by providing data, market insight, and competitor analysis.
- Support financial modelling by inputting rent assumptions and sales forecasts.
- Assist in the preparation of high-quality bid documents, working with colleagues across departments.
- Represent sales and revenue considerations in new client and investor discussions as required.

## ***PERSON SPECIFICATION***

- Strong experience in sales, revenue management, or commercial roles, ideally in PBSA, residential, hospitality, or property sectors.
- Demonstrable track record of managing third-party agents and delivering occupancy/revenue targets.
- Excellent data analysis skills, with the ability to translate insights into actionable recommendations.
- Knowledge of competitor analysis, pricing strategy, and yield management.
- Strong commercial acumen with experience in rent setting and revenue optimisation.
- Experience contributing to tenders or bids, ideally in PBSA or related industries.
- Excellent communication and relationship management skills, able to influence internal stakeholders and external partners.
- Proactive, analytical, and solutions-focused, with high attention to detail.
- Comfortable working across multiple projects, balancing operational sales delivery with strategic initiatives.
- Strong communicator and influencer able to work with site teams, investors, and senior stakeholders.
- True team-player eager to help drive the growth of the business
- Self-motivated, always demonstrating an ability (and drive!) to adapt, learn and develop
- A positive, can-do attitude with a desire to achieve outstanding results.
- Excellent verbal and written communication skills.