

**Job Title:** Customer Service Advisor (CSA)

**Reports to:** Property Manager

**Working Hours:** 40 hours per week

**Based:** Queen's Hospital Close, Birmingham

## 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 over two 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 23,000 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 Customer Service Advisor is the first point of contact for residents, prospective students and visitors. You will use your customer service experience to handle any queries with empathy and professionalism. Not only that, you will also play a key role in our sales and marketing plans, keep our student databases up to date and use your creative ideas to organise loads of fun and inclusive student events for our residents - there will be lots to keep you busy.

This role is responsible for handling enquiries, managing front-desk operations, assisting with resident concerns and supporting administrative processes. The Customer Advisor plays a vital role in ensuring high levels of resident satisfaction and operational efficiency.

## Key Responsibilities (including but are not limited to):

- Assist the site management in overseeing daily site operations, ensuring compliance with Host policies, health & safety regulations and industry standards.
- Be customer focused with experience of working in a customer focused environment.
- Organise and promote resident events to enhance student experience and satisfaction, driving positive online reviews and retention.
- Help to maximise occupancy and drive revenue by managing the sales process, conducting viewings, engaging with university partners and implementing local marketing initiatives.
- Foster a positive student community, handle resident concerns and drive high levels of satisfaction and engagement.
- Assist with the daily site operations, ensuring compliance with Host policies, health & safety regulations and a high standard of property maintenance.
- Have exceptionally high standards and this is reflected in the overall presentation of the property, you will manage this through regular inspections and working with the facilities team.

- Self-motivated and possessing the ability to work on own initiative as well as within a team.

### **Property Management**

- Manage front of house/reception operations, ensuring a smooth and organised reception area.
- Assist in managing occupancy and revenue by supporting sales processes, conducting viewings and engaging with university partners.
- Help monitor and maintain the physical condition of the property, working closely with maintenance and cleaning teams to ensure a high standard.
- Ensure you work in accordance with the ANUK code of standards.
- Act as a first point of contact for resident queries, ensuring a high level of customer satisfaction and swift resolution of issues.
- Maintain accurate records of resident information, bookings and service requests across and Host IT systems in particular the PMS and CRM systems.
- Assist with rent collection, managing arrears and liaising with debt recovery agents as required.
- Handle on-site challenges efficiently, including maintenance issues, resident concerns and operational incidents.
- Assisting in the regular inspections of all residential accommodation, throughout term time and at the end of contracts, including the communal areas and study bedrooms, for the purpose of verifying residents Health and Safety, checking for the misuse of facilities and for the maintenance of correct standards of cleanliness, hygiene and provision. To report all findings to the site management team. To maintain an administration record for findings and follow up as necessary.
- To assist with the planning of the summer period which will include the reservation and preparation of rooms for summer guests.
- Process invoices and purchase orders in line with financial procedures as needed.
- Act as a Host brand ambassador in every interaction, ensuring a positive and lasting impression.

### **Customer Experience and Resident Engagement**

- Foster a positive and inclusive student community, supporting events and initiatives that enhance resident experience and wellbeing.
- Dealing with day-to-day enquiries from residents and the public at Host both face to face, by telephone, email and social media. To cope in busy situations and to be able to deal effectively with difficult customers.
- Assisting all customers in a professional and courteous manner, communicating effectively both face to face and on the telephone, showing empathy and responding with urgency to customer requests.
- Assisting with the implementation of a Student Experience events programme that will engage with residents and create positive living experiences for all living at the accommodation and enhance student satisfaction.
- Act as a main point of contact for student concerns, ensuring a proactive approach to issue resolution and service improvements.
- Support efforts to enhance resident engagement through social events, surveys and feedback mechanisms.
- Promote high standards of service delivery and ensure positive resident experiences, supporting efforts to achieve strong online reviews.
- Foster a positive and inclusive community within the residence, ensuring an excellent student experience.
- To have an awareness of student welfare issues, to keep the Property Manager informed of any matters that may arise in the accommodation relating to this and liaise with the appropriate welfare professionals as required.
- Organise and promote community engagement activities to enhance student wellbeing and retention.
- Ensure a proactive approach to resolving complaints, escalating issues where necessary.

- Strive to improve resident experience through high quality reviews via third party platforms (Google, Trustpilot, Student Crowd etc.) and through customer satisfaction surveys goals

### **Sales, Marketing and Stakeholder Relations**

- Develop an understanding of the local area, university standing, student demographic and local competition. At all times to have an awareness of the property's position in the local market and how this can be showcased effectively.
- Conduct property tours and viewings, providing an engaging and informative experience for prospective residents and their families.
- Convert prospects and leads into viewing appointments and bookings to achieve targeted leasing numbers.
- Maintain accurate records of enquiries, applications and bookings, ensuring CRM and leasing systems are updated.
- Respond promptly to enquiries from prospective residents via email, phone, online chat or in person, ensuring a professional and friendly approach.
- Identify marketing opportunities existing within the local student accommodation market as well as creating new and innovative ways to promote the accommodation to maximise exposure to students.
- Work closely with university accommodation offices and local stakeholders to generate referrals and maintain strong partnerships.
- Regular review site marketing material to ensure compliance with brand standards, relevance and up-to date content.
- Ensure a smooth onboarding process so residents have a seamless check in journey and are aware of how the building operates.
- Actively manage enquiries via relevant systems
- Support marketing initiatives, working with the commercial and marketing teams to develop and implement strategies that drive student engagement.
- Ensure all marketing content and property information is accurate and up to date across digital platforms, including social media and booking systems.
- Keep up to date on the marketing strategy and pricing of competitors and any market trends within the city.

### **Team Leadership and Development**

- Uphold the high standards expected from a Host property teams by enabling a culture striving for excellence in line with Host's Purpose and Values.
- Assist in training new team members and ensuring operational consistency in line with Host's policies and procedures.
- Lead by example, maintaining a professional and positive work environment.

### **Facilities and Maintenance Management**

- Report maintenance issues and ensure they are logged and tracked for resolution.
- Conduct regular checks of communal areas to maintain cleanliness and safety standards.
- Assist in monitoring compliance with health & safety regulations.
- Support the Property and Assistant Manager in ensuring the site meets all regulatory requirements.
- Ensure all operational activities are delivered in a manner that reduces environmental impact and promotes sustainability.

### **Compliance**

- Assist the site management team to ensure the property complies with relevant legislation (Health & Safety, Data Protection, ANUK, HMO licensing, etc.) and Host's internal policies and procedures.
- Ensure that all Host IT systems hold accurate data and act as a single source of truth for each site, in particular our PMS, CRM and FM systems.

- Take responsibility for security and incident management, implementing Host's escalation procedures when necessary.
- Assist the site management team to ensure that the site and its processes are compliant with the relevant local and national current legislation and regulations for all operational matters.

### **Person Specification:**

- A customer-first mindset, with a passion for creating an excellent resident experience.
- Previous experience in a customer service, reception or administrative role, ideally within property management or hospitality.
- Strong interpersonal and communication skills, with the ability to build positive relationships with students, staff and stakeholders.
- Excellent problem-solving skills and a proactive approach to issue resolution.
- Ability to work flexibly, including evenings and weekends as required.
- Strong organisational skills and attention to detail.
- Self-motivated and adaptable, with a drive to learn and develop within the role.
- Good understanding of customer and market dynamics in your city
- A positive, can-do attitude with a desire to achieve outstanding results.
- Conscientious with strong attention to detail.
- Excellent verbal and written communication skills.
- Proactive nature and ability to work on own initiative

### **Additional Information:**

The responsibilities outlined above are not exhaustive and you may be required to undertake additional tasks that align with your role, including those that contribute to the continuous improvement of our service.

The post holder may be required to provide emergency support outside of standard working hours in exceptional circumstances, but this is not part of the usual on-call rota.

Flexibility may be required during peak operational periods, such as student move-in and move-out.