

Job Title:

Lettings Manager

Department / Function:

Residential Lettings

Reports To:

Area Director

Direct Reports:

Lettings Negotiators, Lettings Administrators, Saturday Team members

Location:

Branch Based (Estate Agency Office)

Job Grade / Level:

Manager (F)

Job Purpose:

To lead and grow the lettings department, increasing managed portfolio size, rental income, and landlord retention. The Lettings Manager is responsible for securing new instructions, ensuring high occupancy rates, maintaining compliance, and delivering exceptional service to landlords and tenants.

This role blends business development, operational oversight and team leadership to drive sustainable portfolio growth and recurring revenue.

Key Accountabilities:

- Win new lettings instructions and grow managed portfolio
- Conduct rental valuations and landlord meetings
- Drive tenant find and managed service uptake
- Ensure full compliance with lettings legislation
- Oversee tenancy agreements and deposit processes
- Monitor void periods and occupancy rates
- Lead weekly pipeline and applicant reviews
- Coach and develop lettings team members
- Manage rent levels in line with market conditions
- Build strong relationships with landlords, contractors and corporate clients

Key Performance Indicators (KPIs):

- New instructions secured
- Managed portfolio growth
- Tenant find to managed conversion rate
- Void period reduction
- Rent collection rates
- Landlord retention rate
- Compliance accuracy
- Department revenue and profitability

Knowledge, Skills & Experience:

Essential:

- Proven experience in residential lettings
- Strong knowledge of current lettings legislation
- Experience winning instructions and managing landlords
- Strong leadership and team management skills
- Excellent negotiation and communication abilities
- Experience using lettings CRM systems

Desirable:

- ARLA qualification

Behavioural Competencies:

- Highly organised and process driven
- Commercially focused
- Strong relationship builder
- Detail oriented and compliance-conscious
- Calm under pressure



- Proactive and solution-focused
- High ownership mindset