

Property Lettings Apprenticeship

Job Description

Contract:	Apprenticeship Agreement -18 months
Full Time / Part Time:	Full Time 20% study time
Hours:	35 Hours Monday – Friday 9.00 – 5.00
Department:	Marketing
Location:	LCP House, Pensnett Estate, Kingswinford, DY6 7NA
Salary:	Apprenticeship Wage increasing after the 6 month probationary period

Purpose:

The Property Lettings Apprenticeship will be responsible for all enquiry handling for lettings across the commercial portfolio in the UK whilst completing a Business Administration Apprenticeship. Maintaining and improving conversion rates on enquiries, reducing void time on available units and improving the communication of the available assets to target audiences. A key role within the marketing and communications team, coordinating the team processes tracking and reporting within the department as well as managing the saas onboarding to project platforms and websites. Assisting the wider team with project co-ordination and reporting.

Key responsibilities:

- Responding to all property letting enquiries for all offices in a timely manner.
- Managing the enquiries through to conversion points with Asset Managers and Agents.
- Analysing the enquiries for all assets and producing reports.
- Research and bench marking for driving enquiries to assets.
- Co-ordinating website and comms updates with the team, ref letting brochure and improvements to increase enquiries and conversions.
- Maintain and update the voids lists and requirement trackers.
- Create and manage social media posts for lettings.
- Update websites for availability and the CMS for live units.
- Data processing information onto databases.
- Data checking information for PR and reporting documents on lettings.
- Data cleansing enquiry logs and compliance with GDPR.

- Creating reports on enquiries and digital statistics.
- Internal and external event co-ordination with the Marketing team.
- Site and property photograph for particulars / progress reports.
- Assisting the Director of Marketing & Communications with team projects and reporting.

Person Specification

- Excellent communication skills – verbal and written.
- Client facing and personable, with a proactive and positive nature
- Attention to detail and efficient working to tight deadlines within a fast-paced environment.
- Highly proficient Microsoft office skills including excel, PowerPoint, word and digital meeting organisation required.
- Excellent organisational skills and ability to collate data for presenting information in presentations / reports / documents.
- Ability to use CMS to design and develop digital content.
- Previous experience in Canva, Monday.com highly desirable
- Adequate skills to create email marketing content and copy.
- Proficient skills with social media posting and scheduling.
- Google Analytics and other SaaS platforms report generation and extraction.

Qualifications / Training

- Willingness to complete a level 3 Business Administration Apprenticeship.
- Commitment to continual development.
- GCSE Grade 4/C or above (or equivalent) in English and Math.