University of Nottingham
UK | CHINA | MALAYSIA

Role profile

Job title	Head of Accommodation Services	Job family and level	APM level 5
School/ Department	Student Living - Campus and Commercial Services	Location	University Park Campus

Purpose of role

The Head of Accommodation Services is a senior operational and commercial leader responsible for the delivery, development and performance of the University's accommodation services across its halls of residence estate and third-party accommodation partnerships.
The role will lead a highly customer-focused, commercially driven accommodation service that supports the University's student recruitment, conversion, income and student experience objectives. The postholder will have accountability for the commercial performance of the University's accommodation portfolio, including occupancy, allocation strategy, pricing recommendations, income generation and accommodation-related commercial partnerships.
and accommodation income across a significant bedroom portfolio, while ensuring students receive an excellent, inclusive and consistent experience from application through to arrival and residence.
As a sector leader in student accommodation, the postholder will bring strong commercial acumen, portfolio management expertise and experience of complex partnership and contractual relationships. They will use data, market insight and customer intelligence to identify opportunities to improve performance, develop new income streams and ensure the University's accommodation offer remains competitive and responsive to changing student needs.
The role will also provide strategic leadership for accommodation systems and processes, identifying and delivering technology-enabled improvements that increase staff efficiency, improve customer journeys and provide better insight into accommodation performance.
Working closely with other Heads of Service across the Student Living Directorate and wider Campus and Commercial Services, the postholder will contribute to the University's wider strategic objectives, particularly around income generation, student recruitment, access and participation, inclusion and the overall student experience.

	Main responsibilities (Primary accountabilities and responsibilities expected to fulfil the role)	**% time per year**
1	**Strategic Leadership of Accommodation Services** • Provide strategic and operational leadership for the University's Accommodation Services function. • Lead the delivery of a high-performing, customer-centric accommodation service for University halls and nominated/third-party accommodation providers.	40%

	• Drive and develop the accommodation strategy that responds to changing student demand, market conditions and the University's long-term strategic priorities. • Work closely with Student Recruitment, Admissions and External Relations colleagues to ensure accommodation strategy supports recruitment, conversion and retention objective • Act as a recognised sector leader, bringing external insight, innovation and best practice into the University's accommodation operation. • Challenge established approaches and the status quo where there is an opportunity to improve student experience, efficiency or commercial performance. • Work collaboratively with Heads of Service across Student Living to deliver an integrated student living offer. • Place the student at the centre of accommodation decision-making and service development. • Ensure applicants and students receive a high-quality experience from initial enquiry and application through allocation, arrival and residence. • Use student feedback, insight and service data to identify improvements in the customer journey. • Ensure accommodation services are responsive to individual student circumstances and requirements. • Work closely with CEES, Disability and Widening Participation colleagues to develop appropriate and bespoke accommodation solutions for students with specific requirements. • Ensure that affordability, accessibility, inclusion and student wellbeing are appropriately considered alongside commercial objectives. • Work with Residential Experience and other Student Living teams to provide a seamless transition from accommodation applicant to resident. • Develop a high-performing team with the skills and confidence to deliver excellent student and commercial outcomes. • Set clear expectations around performance, customer service, accountability and professional standards. • Develop future leaders and create opportunities for staff to innovate and contribute to service improvement. • Ensure adequate governance and assurance arrangements are in place across all services and partners, such UUK, UCAS and other regulatory bodies. • Monitor strategic risks relating to occupancy, financial, contractual performance, and allocation taking mitigating action where required.	
2	**Partnership Management** • Develop effective relationships with accommodation partners, landlords and strategic suppliers. • Lead contractual and partnership management, ensuring providers deliver against agreed service, commercial and student experience requirements. • Negotiate effectively with partners to protect the University's commercial interests and student experience. • Monitor contractual performance and ensure appropriate governance, escalation and performance management arrangements are in place.	20%

	• Identify opportunities to strengthen or reshape the University's accommodation portfolio in response to market conditions and future student demand	
3	**Commercial Performance and Income Generation** • Maximising accommodation income and occupancy across the University's accommodation portfolio. • Develop and deliver effective sales, marketing and conversion strategies working in partnership with Head of Operations and External Relations. • • Use market intelligence, competitor analysis, pricing information and student demand data to inform commercial decisions. • Identify opportunities for new income generation and longer-term commercial growth. • Ensure accommodation decisions support the income requirements of Campus and Commercial Services while maintaining an appropriate focus on affordability and student value. • Develop robust financial plans, forecasts and performance reporting for accommodation services. • Monitor occupancy, conversion, pricing, income and other key commercial indicators and take timely action where performance is below target. • Work closely with Finance and other commercial colleagues to ensure strong financial governance and accountability	20%
4	**Accommodation Systems, Data and Digital Development:** • Provide strategic leadership for the development of accommodation systems and technology. • Identify opportunities to improve staff processing efficiency, automation and data quality. • Lead the development of systems that improve the student accommodation journey and enable students to access information and services more effectively. • Work with Digital and Technology Services and relevant University stakeholders to develop and implement system improvements. • Ensure accommodation data supports effective commercial decision-making, forecasting and service planning. • Champion the use of technology and data to simplify processes and improve customer experience.the implementation and management of advanced accommodation management systems to enhance operational efficiency, student engagement, and data accuracy. • Utilise technology solutions for online booking, allocation processes, customer contact, and communication channels and resident APP. • Ensure compliance with university integrated systems such as student record system, payment solutions and communication tools. • Maintain all systems by working closely with DTS partners to ensure systems remain optimised and future student ready. • Identify emerging trends in student accommodation, technology, recruitment and customer expectations.	15%

	• Develop new initiatives and approaches that respond to future student needs. • Challenge existing models of accommodation delivery and explore new opportunities for income generation. • Develop innovative approaches to sales, marketing, allocation, partnerships and customer engagement. • Ensure the University remains competitive within an increasingly complex student accommodation market. • Build a culture of continuous improvement, innovation and evidence-based decision-making.	
5	**Any other duties** • Representation at university key dates such as open day, graduation and arrivals including occasional weekends • Any other duties appropriate to the grade and role of the post holder • Flexible approach to work patterns to suit the operational delivery of the service to include evening and weekend work to support campaigns throughout the year. • Attendance at key conferences to support sector-based awareness.	5%

Person specification

	Essential	Desirable
Skills	• Strong leadership skills with a proven ability to lead, inspire and manage teams effectively. • Exceptional skills in building and maintaining positive relationships with diverse stakeholders. • Excellent written and verbal communication skills for effective advocacy and representation. • Strong ability to collaborate across departments, organisations, and sectors. • Skill in identifying challenges and developing innovative solutions. • Competence in using data to inform decision-making and measure the impact of initiatives. • Experience in managing multifaceted projects from conception to evaluation. • Understanding and respect for diverse cultures and communities. • Ability to effectively advocate for the university. • Excellent interpersonal and communication skills for engaging with diverse stakeholders, both internal and external. • Analytical mindset with the ability to interpret data, trends, and insights to inform decision-making. • Commercial acumen and financial expertise for developing pricing strategies and managing budgets effectively. • Strategic thinking and problem-solving skills to drive continuous improvements in accommodation services. • Proficiency in project management, with the ability to manage multiple initiatives simultaneously. • Strong negotiation and relationship-building skills for partnering with external accommodation providers. • Commitment to delivering exceptional student experiences and a student-centric approach.	

	• Research and evaluation skills for leading external research initiatives and translating findings into actionable strategies.	
Knowledge and experience	▪ Relationship and external stakeholder management ▪ Proven planning and organisation skills ▪ Experience in overseeing accommodation management systems and implementing technology solutions. ▪ Knowledge of student accommodation regulations, market trends, and best practices. ▪ Experience and knowledge of Accessibility and EDI principles ▪ Experience of working with and influencing senior management • Experience of dealing with highly confidential, sensitive information	• Widespread awareness and understanding of the activities and objectives of the University, both current and future • Widespread political awareness in both city and local council • Knowledge of Housing/ accommodation legislation inc UUK Code of Accommodation, UCAS business rules • Proven experience in the Higher Education sector
Qualifications, certification and training (relevant to role)	• Degree, or equivalent qualification with proven track record of relevant work experience or a proven track record of relevant work experience demonstrating a deep and specialised knowledge of the area of work	• Member of relevant associations (i.e.: ASRA, CUBO, ACUHO-i)

Expectations and behaviours

The University has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of the University's strategy, vision and values. The following are essential to the role:

Valuing people	Is always equitable and fair and works with integrity. Proactively looks for ways to develop the team and is comfortable providing clarity by explaining the rationale behind decisions.
Taking ownership	Is highly self-aware, looking for ways to improve, both taking on board and offering constructive feedback. Inspires others to take accountability for their own areas.
Forward thinking	Driven to question the status quo and explore new ideas, supporting the team to "lead the way" in terms of know-how and learning.
Professional pride	Sets the bar high with quality systems and control measures in place. Demands high standards of others identifying and addressing any gaps to enhance the overall performance.
Always inclusive	Ensures accessibility to the wider community, actively encouraging inclusion and seeking to involve others. Ensures others always consider the wider context when sharing information making full use of networks and connections.

Key relationships with others

