

Sales Manager, PBSA

Business unit	PBSA
Reports to	Marketing Director - PBSA
Location	12 Dorset Street, Marylebone, London

Role Summary

We are seeking a commercially focused Sales Manager to establish and drive leasing success across the Dominus Student portfolio. As a market entrant in a highly competitive landscape, we require an individual who can work alongside the Marketing Director to build the sales infrastructure from the ground up. This is a unique opportunity to shape a new sales platform, develop market-leading ways of working, and build demand across both UK and international student markets.

Key Responsibilities

Sales Strategy & Planning

- Lead the sales strategy and execution, aligned with overall brand, pricing and marketing strategy
- Define sales targets (run rate, rent levels, channel mix) and report on performance vs plan

Partner & Agent Relationships

- Manage day-to-day coordination with international agents (Uhomes, University Living) including onboarding, training and performance management to drive high-quality international bookings.

Leasing & Conversion

- Design end-to-end, lead-to-lease journey (online and offline), including scripts, follow-up cadences, templates and KPIs.
- Manage the central sales pipeline: speed-to-lead, viewing conversion, application / offer / contract stages.
- Support set-up and training of on-site and temporary leasing teams.

Pricing, Reporting & Process

- Monitor competitor activity and market conditions; recommend tactical offers when needed
- Maintain accurate performance reporting
- Implement and refine sales process and CRM usage to ensure data quality and insight generation

Marketing

- Provide feedback on lead quality by channel and make recommendations on optimising marketing spend
- Brief requirements for sales collateral, virtual tours, localised content and campaigns

Skills and Experience

- 5+ years in sales or business development, ideally in PBSA or BTR
- Demonstrable track record of hitting or exceeding occupancy / revenue in a fast-paced environment
- Experience managing institutional or B2B relationships (universities, agents, corporate partners)
- A data-driven decision maker who is familiar with CRM systems and sales reporting