

L4 Apprenticeship Standard: Senior Housing / Property Management

Typical roles:

- Neighbourhood Housing Manager
- Neighbourhood Investment Manager
- Property Manager
- Voids / Lettings Manager
- Assets Manager
- Incomes Manager
- Resident Involvement Manager
- Supported Housing Manager
- Leasehold Manager

Occupational Profile:

The senior housing / property management occupation in both social / private housing sectors is responsible for the management and delivery of housing / property related services within their business/service area(s). The role involves the management of resources with delegated authority to deliver the business objectives. The work must comply with contractual, statutory and legal regulations.

The senior housing /property manager manages a specific function and associated team(s) whilst working with the wider organisation / team, communities and external partners.

Senior housing / property management professionals are proactive in finding solutions to problems and identifying areas for improvement. They take individual responsibility for the overall quality and cost effectiveness of their business/service area(s) and the needs of stakeholders.

Senior Housing / Property Management Professionals Knowledge:

Knowledge	What is required
Legislation and regulation	Understand and interpret the principles, practices and legislation relating to current landlord and tenant law, relevant Codes of Practice and legal framework. For example, for the letting, management and termination of a variety of tenancy types. These include, but are not limited to, shorthold, freehold, assured, secure, long leasehold, and shared ownership. Understand and interpret the principles, practices and legislation as it applies to governance, court proceedings, contracts, data protection, safeguarding and other relevant areas, Understand and interpret legislation and regulation as they apply to housing standards.
Organisation background information and business planning	Understand and interpret the business planning process, financial and risk management, organisation values and structure and the range of services available to customers. Understand organisational performance management systems and how the roles and responsibilities contribute to the achievement of the overall business objectives.
Assets	Understand the strategic value of the social and physical context of the estates/ neighbourhoods.
Customers and stakeholders	Understand the diversity of customers, clients and stakeholders. Ensure the delivery of services to meet their requirements.
Context	Have a developed understanding of the historical context and current trends in the housing/property markets (i.e. social / rented / affordable / private sector housing) and the strategic housing market.
Range of services	Understand and provide advice and guidance on housing services, for example repairs and maintenance, allocations, lettings, tenancy sustainment, financial and social inclusion, anti-social behaviour, care and housing support services, rents, service charges and portfolio accounts, and community involvement.
Organisational policies	Understand the organisation's policies and practices and how they relate to service area(s) and business objective. E.g. policies to deliver the housing services, people management and health and safety.

Housing / Property Management Professionals Skills:

Apply the knowledge outlined above effectively in order to:

Skill	What is required
Customer Service	Provide leadership in relation to the delivery of excellent customer service in order to provide a professional, accurate, timely, ethical and non-judgemental front line service which meets the needs of a diverse range of customers and stakeholders.
Communication	Demonstrate effective and appropriate communication skills, both verbal and written, in order to manage staff, resolve conflict and communicate effectively with clients, customers, stakeholders

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	and/or partner agencies.
Collaborative working	Lead and work collaboratively with colleagues across the business and in partnership with external organisations to achieve individual, team and business targets.
Respond to vulnerability	Ensure services meet the needs of vulnerable individuals and groups (including those with complex needs).
Information collection and sharing	Undertake data analysis, interrogate, interpret and disseminate information using a variety of methods and applications.
Influencing and negotiating	Influence and negotiate with partners and suppliers.
Financial management	Manage budgets and report on financial performance. Ensure value for money.
Performance and project management	Demonstrate effective performance management. Take the lead on projects through effective project management.
People management	Lead, motivate, manage and develop individuals/teams to ensure excellent services are delivered. Coach, mentor and ensure the well-being of staff.
Decision making and prioritising	Apply operational and strategic thinking to inform effective decision making to meet individual, team and overall businesses objectives and priorities. Use a flexible and innovative approach to problem solving. Undertake forward planning.
Tools and equipment	Effective use of IT equipment and software.

Housing / Property Management Professionals Behaviours:

Behaviours	What is required
Responsive	Take timely, flexible and responsive action to address complex issues.
Trust and dependability	Gain and maintain trust and respect to meet expectations by working in a confidential, ethical and empathetic manner with a professional attitude.
Adaptability	Embrace changing priorities and work patterns when requirements alter.
Self motivation	Work independently and effectively without close supervision.
Resilience	Has a high level of resilience, tenacity and calmness.
Leadership	Be an ambassador / role model.
Customer care	Be responsive and empathetic to client and customer needs.
Team work	Be an effective team leader and player.
Personal development	Be responsible for their continual development. Be a reflective practitioner.

Duration: Typically 18-24 months.

Level: Level 4

Professional Body Alignment and progression:

On completion of the apprenticeship, apprentices will be able to join the following;

- Chartered Institute of Housing (CIH) at Member level. They will also qualify for the Professional Diploma route to Chartered Membership.
- Association of Residential Letting Agents (ARLA) at Member Grade or Fellow Member Grade (depending on length of service within the sector and position within the organisation).
- Institute of Residential Property Management at Member Level (IRPM).

Apprentices will be able to progress to senior managerial/professional roles within the Housing/Property sector.

Review

The standards are reviewed in 3 years (no sooner or later).