

# LIVING SPACES

## Bernicia Group Role Profile

**Title:** Lettings Specialist

**Reporting to:** Branch Manager

**Date:** March 2026

## Purpose

To assist in the delivery of a highly effective and profitable lettings service and provide an exceptional level of customer service to all customers.

## Accountabilities

### Operational

Delivery of an excellent, consistent and responsive lettings service

Manage applicant/client database, diary and lead generation

Carry out viewings, canvassing and assist with listing of properties

Deliver client feedback, negotiating with clients for the best outcome

Agree lets, assisting with the progression to move in

Support sales team, valuer and branch manager

### Strategic

Participate in new initiatives that will lead to improvements in performance, processes and systems

Meet business and income targets

Assist in increasing and developing business and income levels across lettings

## Corporate

- Ensure compliance with all relevant legislation, policies, procedures and guidance

The above list is not exhaustive and your role will certainly change over time reflecting the changing needs and activities of the organisation and our commitment to making best use of new technology and continuously improving the way we do things. You must therefore be committed to personal development and to becoming multi-skilled in order that you can adapt to and welcome constant change in the effort to achieve the stated aim of “making continuous improvements in the efficiency and effectiveness of our use of resources”.

All staff are encouraged not to ignore work at the boundaries of their specific role, but to take “ownership” of any issue with which they become involved, ensuring that all matters are brought to a satisfactory conclusion. This includes identifying any risks involved in the day to day responsibilities of the role and taking action to mitigate those risks.

You must carry out his or her duties with full regard to the Bernicia Way and must draw to their manager’s attention any unsafe working practice/conditions.

## Desirable Skills & Experience

### Essential criteria:

Good standard of general education

Good standard of administration, organisational and prioritisation skills

Excellent interpersonal and communication skills, both written and verbal

An understanding of what makes a difference in delivering excellent customer service

Full driving license

### Desirable criteria:

Advanced IT skills, particularly with Microsoft packages

Demonstrate knowledge and experience of the Property and Estate Agency Industry

Signed by Post Holder..... Date .....

Signed by Manager ..... Date .....

Values	
Value	Expectation
Customer Focussed	Because we care about our customers, how we do things is as important to us as what we do. We understand our customers and deliver great customer service
Teamwork	We work together, across boundaries, to meet the needs of our customers and help the organisation to be successful
Integrity	We uphold the highest standards of integrity in all of our actions
Respect for People	We value our people, encourage their development and reward their performance
Leadership	We provide strong corporate governance and leadership which is out-come focussed
Accountability	We are personally accountable for delivering on our commitments

