

Accommodation Commercial Performance Manager

1 JOB DESCRIPTION

Faculty / School or Division: Campus Services, Campus Division

Faculty/School or Division Address: 1-9 Old Park Hill

Job Family:	Professional & Administrative Services		
Grade:	J	Salary range:	£44,746 - £50,253 per annum
Hours of work:	35	Contract type:	Open-ended
Work pattern:	Full time	Vacancy Reference Number: SUPP113836	

1.1 Main Job Purpose

Lead the commercial performance of the University's c. 9,000-bed residential estate delivering annual revenue of £80m+ - translating demand insights into pricing, product, marketing, channel and inventory decisions that maximise occupancy and in-year yield across student, staff, and short-stay use.

Partner across Process & Systems, Customer Experience & Service Design, and Operational Delivery to design and implement commercially robust, consistent, timely, accurate and transparent practices that improve utilisation and protect affordability. Provide specialist analysis, recommendations and short-term project leadership that contribute to divisional planning and continuous improvement.

1.2 Standard Responsibilities

- Analyse occupancy, demand and booking data; produce actionable recommendations for pricing, channel mix, product availability and inventory controls that optimise utilisation and yield across the portfolio.
- Translate commercial insights into clear plans and briefs for colleagues (Process & Systems, CX/Service Design, Operations) and track delivery against agreed targets and timeframes.
- Lead short-cycle projects (e.g., void-fill campaigns, vacation trading, late-cycle international arrivals) from scoping through execution, coordinating cross-functional inputs and evaluating results.
- Maintain a forward view of demand drivers (admissions cycle, competitor actions, market conditions, seasonality, events) and propose tactical interventions to address forecast gaps.
- Design and maintain commercial policies and procedures (e.g., discounting thresholds, release rules, channel usage) and recommend changes to operational practices where needed.
- Define the information needed to run the commercial process (dashboards, exception and cohort reports) and ensure data is structured, timely and decision-ready.

- Prepare concise commercial cases (with options, risks and trade-offs) for senior decision-making on pricing, product changes and in-year revenue opportunities.
- Provide specialist advice to colleagues on commercial/market issues - explaining technical, regulatory or contractual implications in clear, practical language.
- Establish control checks and handoffs so that pricing, product set-up and inventory changes are accurately configured in systems and reflected in external channels.
- Coordinate targeted campaigns with the Operational Delivery team (e.g., outbound offers, waitlist conversions) and monitor customer impact and conversion.
- Build effective relationships with University teams (e.g. Admissions, Finance, Global Engagement) and external partners to support delivery of occupancy and revenue goals.
- Contribute to divisional planning and continuous improvement - capturing lessons learned, updating procedures, and feeding requirements into roadmaps for systems, data and journey design.

1.3 Relationships

Line manager: Head of Accommodation Services

Line manager to (where appropriate):

1.4 Job Hazards and Pre-employment Checks

No DBS check or health screening required.

2 PERSON SPECIFICATION

2.1 Standard Skills, Knowledge & Experience Required

Criteria	Essential	Desirable	Assessed By A/I/T/O
Demonstrated ability to improve commercial or operational performance using data, analysis and structured decision-making (e.g. pricing, demand management, capacity utilisation, sales or revenue optimisation), gained in any relevant sector.	X		A/I
Experience leading short-cycle initiatives or problem-solving activity, coordinating inputs from multiple stakeholders without formal authority.	X		A/I
Working knowledge of commercial concepts such as demand forecasting, pricing, inventory or capacity control, campaign evaluation or performance tracking, with the ability to apply these pragmatically.	X		A/I
Strong analytical capability, including the ability to interpret data, identify patterns, test options and translate insight into clear recommendations.	X		A/I

Clear, confident communication skills, with the ability to present concise options, explain trade-offs and influence decision-making with non-specialist audiences.	X		A/I
Strong planning, prioritisation and self-management skills; demonstrates curiosity, learning agility and a willingness to build new capability in an emerging commercial function.	X		A/I
Ability to build effective, trust-based working relationships across functions and to influence outcomes through collaboration rather than authority.	X		A/I
Experience in HE, PBSA, hospitality, retail, transport or other capacity-constrained environments.		X	A/I
Advanced BI tools, SQL or scripting.		X	A/I

A – Application Form

I – Interview

T – Test or Scenario

O – Other e.g. presentation, focus group
in line with commercial and reputational objectives.