BIRCH STAYS

JOB SPECIFICATION

NORTH ENGLAND

# Head of Homeowners, *North England*

*Build Birch's North England collection from the ground up: 100 homes, as many as possible fully managed and exclusive to us.*

LOCATION

North England, hybrid

SALARY

£40k base, £100k+ with bonus

TARGET

100 homes, £4m GBV in 2.5 years

# The role *at a glance*

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| ROLE | **Head of Homeowners, North England** |
| LOCATION | North of England, hybrid: up to 3 days a week at head office in the Peak District / Cheshire, the rest from home or out with owners |
| REPORTS TO | Mike Walsh, Co-Founder |
| SALARY | £40,000 starting, plus a growing bonus structure built to take total earnings to £100,000+ |
| CONTRACT | Full time, permanent |
| TARGET | 100 homes producing £4m in gross booking value within 2.5 years |

# About *Birch Stays*

## Everything we do starts with the homeowner.

Birch Stays manages holiday homes that are worth the trip, and the owners who trust us with them. Our guests are mostly groups and families booking for something: a big birthday, a reunion, a long-overdue weekend away. Our owners want their home cared for properly, booked up, and kept free of hassle.

If an owner is happy, the home is looked after, then the guests will have a great stay, and our brand grows.

We already have a presence and a small collection in the North, but we want to scale it, with a real focus on our fully managed service and the value it adds for owners. We want someone on the ground who knows it, can open doors there, and will build the collection the Birch way: carefully, one good home and one good relationship at a time.

# The *role*

You'll find, win and look after the homeowners who make up a 100-home Birch collection across the North of England. The aim is quality over quantity, with as many homes as possible fully managed and exclusive to Birch.

Every home needs to meet the Birch standard: the right location, the right finish, and an owner who shares our view of how guests should be looked after. From 2027 there's room for more. We're planning a sub-brand for smaller, more cost-effective homes, still run on the same tech, by the same team, with the same quality of service. You'll help shape and grow it in the region.

> *This isn't a desk job with a lead list. You'll be the face of Birch in the North.*

# What *you'll do*

### WIN NEW HOMEOWNERS

- Grow the North England collection to 100 homes producing £4m in gross booking value within 2.5 years, prioritising fully managed and exclusive agreements.
- Work the leads we pass you, and go out and find your own: local networks, agents, developers, referrals and a good knock on the right door.
- Turn enquiries into signed owners. Visit homes, assess them against the Birch standard, and talk owners through how we work, fees included. No nasty surprises.
- Spot homes for the smaller-homes sub-brand launching in 2027.

### REPORT AND PLAN

- Keep a clear pipeline and report progress against targets to head office.
- Share local market knowledge to help shape pricing, marketing and where we grow next.

### LOOK AFTER OWNERS

- Be the owner's first point of contact in the region and build relationships that last for years.
- Keep owners updated on performance and act quickly on any concerns.
- Feed what you hear from owners back to the team, so we keep getting better.

### GET HOMES GUEST-READY

- Lead each new home through onboarding, from first visit to first booking.
- Find, vet and set up the local suppliers each home needs: cleaners, housekeepers, laundry, maintenance, gardeners and hot tub servicing.
- Make sure every home and every supplier meets Birch quality before guests arrive.

# Who *you are*

A people person with a commercial edge, and owners trust you within ten minutes of meeting you.

### YOU'LL BRING

- A track record in new business, ideally in holiday lets, property, estate agency, hospitality or a related field.
- Strong local knowledge of the North of England and a network you can put to work.
- The confidence to find your own opportunities, not just wait for leads.
- A good eye for a home, and the honesty to say when one isn't right for Birch.
- Organisation and self-motivation. You're comfortable working from home and running your own diary.
- A full UK driving licence and your own car. You'll cover a lot of the region.

### NICE TO HAVE

- Experience setting up or managing local suppliers such as cleaners and maintenance teams.
- An understanding of short-let regulations, licensing and compliance in the North of England.
- Contacts with second-home owners, developers or letting agents in the region.

# Training *and support*

You'll be working on your own patch, but never on your own.

The Birch Stays team provides all the training and support you need.

- A full induction at head office, covering how we work, our standards and our systems.
- Ongoing support from the central team on onboarding, guest operations, marketing, pricing and owner finance.
- A steady flow of homeowner leads and enquiries, alongside the ones you find yourself.
- Up to 3 days a week alongside the team at head office in the Peak District / Cheshire.

# The *package*

A £40,000 starting salary, with a bonus that grows as the collection does. Hit your targets and total earnings of £100,000+ are well within reach.

BASE SALARY

£40k

ON-TARGET EARNINGS

£100k+

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| BONUS | Linked to the profitability of your own portfolio. You'll manage its P&L |
| WORKING PATTERN | Hybrid. Up to 3 days a week at head office in the Peak District / Cheshire, with the rest from home or out visiting homes and owners |
| EXPENSES | Business travel covered |

Full bonus details will be shared at interview.

# How to *apply*

Send your CV and a short note telling us why you're the right person to build Birch in the North. A few lines is plenty. Tell us about a deal you're proud of and the corner of the region you know best.

EMAIL

michael@birchstays.com

CLOSING DATE TBC