

CANDIDATE INFORMATION PACK

# Growth Director

## London

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Presented by Joshua Robert on behalf of FirstPort — the UK's leading residential property management company.

# About FirstPort

**The UK's leading residential property management company and a business with momentum.**

FirstPort is the UK's largest residential property management business, caring for thousands of developments nationwide and supporting close to a million residents. With a history spanning over 30 years, FirstPort manages leasehold, freehold, and later living developments across England, Scotland, and Wales, combining the scale of a national business with the local expertise that residents and clients expect.

The business is a proud member of The Property Institute (TPI), The Property Ombudsman, and ARHM, with safety, transparency, and service quality at the heart of everything it does. All account management is carried out in-house, never outsourced, ensuring that every development is managed by people who genuinely understand the communities they serve.

In London, FirstPort has an established portfolio and an ambitious plan. The business is investing in its people, its marketing capability, and its operational platform, building the infrastructure needed to become the standout operator in one of the UK's most complex and competitive property markets.

**30+**

Years in business

**6000**

Developments under  
management

**1m**

Residents nationwide



# The Opportunity

**This is not a typical business development hire. It is a chance to reshape how one of the UK's largest property management businesses wins in London.**

|                     |                                          |
|---------------------|------------------------------------------|
| <b>Job Title</b>    | Growth Director                          |
| <b>Location</b>     | London (with regional travel)            |
| <b>Reporting To</b> | Director of Region                       |
| <b>Salary</b>       | Competitive salary and Commission scheme |
| <b>Seniority</b>    | Senior leadership team                   |

FirstPort already has the infrastructure, the brand, and the market presence. What it needs now is a driven, credible Growth Director who can translate that platform into pipeline, tenders, and units won, and who is hungry enough to want to make their mark in one of the most dynamic property markets in the country.

Our London portfolio comprises around 40,000 homes, with a growth ambition of around 10% year-on-year. The business is investing significantly in marketing, and crucially, the new Growth Director will not be working alone. You will have access to the central marketing team, and a specialist marketing business partner will be embedded in London to support activity. You will also directly manage a Mobilisation Manager and two Account Analysts, who are all London-based.

A meaningful pipeline of warm opportunities is already in place, with consumer marketing and SEO activity being reactivated from June, meaning live enquiries will be presented from the outset. From day one, you will operate as a senior leader: presenting at board level, engaging with developers, RMCs, and RTMs, attending industry forums, and working closely with the Regional Director and Managing Director.

## The successful candidate will:

- Step into a warm pipeline of active opportunities, with new enquiries available for follow-up
- Lead the direction for high-quality marketing, working with a specialist marketing business partner
- Receive direct exposure to the Regional Director and Managing Director, and board-level stakeholders
- Lead on tenders, pitches, and strategic growth initiatives across London
- Have access to an industry-leading commission scheme and a competitive total package
- Play an active role in shaping both strategy and execution
- Be part of a business engaging directly with the government, including MPs and the Housing Minister

# The Role

**Strategic. Hands-on. High-profile. This is a role for someone who can both build a plan and deliver it.**

As Growth Director for London, you will be responsible for driving new business across the capital, winning tenders, building a robust pipeline, and deepening FirstPort's presence in a market where it has real ambition to grow. You will work within the London senior leadership team, reporting to the Director of Region, with visibility to the MD and CEO.

The role is deliberately broad: part strategist, part relationship builder, part market authority. You will be the face of FirstPort in London's block and estate management community, someone who can walk into a room with developers, resident management companies, and right-to-manage organisations and immediately command credibility.

## Key Responsibilities

- Develop and execute a regional business development strategy focused on expanding FirstPort's London market share
- Work closely with the marketing team to build and maintain a strong, qualified sales pipeline targeting RMCs, RTMs, developers, and other client types
- Lead on tenders and competitive pitches, presenting tailored solutions that demonstrate FirstPort's service quality and sector expertise
- Identify and convert new business opportunities across existing stock, new-build developments, and consumer-led enquiries
- Represent FirstPort at industry conferences, networking events, and key forums across London and the Southeast
- Align with the London marketing business partner to ensure commercial activity is supported by a strong market narrative
- Monitor competitor activity, market trends, and sector developments to inform strategic decision-making
- Contribute to FirstPort's broader growth strategy, including input into targets, pricing, and product positioning
- Report to senior leadership on pipeline health, conversion rates, and market share progress
- Build long-term client relationships that support retention, referrals, and future growth

# The Role

## What Success Looks Like

- **Early wins from a warm pipeline:** the business already holds a significant number of active and near-term opportunities, the right candidate should be converting these within the first few months, not building from zero
- **Units won in the first 6–12 months:** demonstrable new business converted from pipeline to instruction, with an expectation of meaningful volume in year one
- **Pipeline grown and qualified:** taking the inherited pipeline and building it further, a robust forward book that gives leadership confidence in sustained future growth
- **Market share growth:** measurable progress toward the 10% year-on-year growth target for London
- **Brand presence rebuilt:** FirstPort recognised as a credible, proactive voice in London's block management market
- **Client and stakeholder relationships:** a strong and growing network of developers, RMCs, RTMs, and land professionals who trust and advocate for FirstPort



## LONDON MARKET

### A market with depth, complexity, and room to lead.

From new-build towers along the Thames to long-established estates across the capital, FirstPort manages the full breadth of London residential stock — and is investing to grow that footprint significantly.

## AROUND 40,000 UNITS

Target London stock with 10% year-on-year growth ambition

# The Ideal Candidate

**You understand this market, or one close enough to it that you can hit the ground running. You are ready to make your mark at the highest level.**

We are looking for someone who brings genuine commercial credibility and the drive of a top-performing business development leader. The ideal background is residential block or estate management, but we are also open to candidates from property development, land acquisition, or closely adjacent disciplines who can demonstrate they understand how this market works and how to win within it.

This role suits someone who is an established Head of Business Development or senior commercial professional ready to step into a true director-level position, a director from a competing or adjacent business who wants greater scale and resource, or a commercially sharp property developer or land professional who understands the residential management world and can leverage those relationships.

## Essential Experience & Qualifications

- Proven track record operating at a senior commercial, business development, or director level within the property sector
- Background in residential block management, estate management, property development, or land acquisition, with a clear understanding of how the residential management market operates
- Demonstrable success in winning new business through relationship-led and tender-driven sales, including RMC, RTM, developer, and/or land-facing work
- Ability to speak credibly with developers, resident management companies, right-to-manage organisations, and senior stakeholders
- TPI Level 3 (or above) is advantageous; strong sector experience and commercial pedigree considered in lieu
- Based within, or willing to work extensively across, London and the surrounding area
- Proficient in CRM systems and comfortable with pipeline reporting and commercial analytics

## Most Importantly, You Will Demonstrate

- Sector authority that can walk into any room in the industry and be taken seriously
- Commercial hunger and a genuine desire to win, build, and grow with measurable outcomes
- Executive presence with the communication, gravitas, and interpersonal skills to operate at board level
- Strategic thinking and the ability to build a plan, not just follow one
- Resilience and self-belief, with an ambitious mindset and the confidence to handle scrutiny
- Collaborative instinct, a leader who builds bridges internally as readily as they win clients externally

# Why Join FirstPort?

**The most compelling opportunities are rarely the comfortable ones. This is a chance to walk into one of the UK's most visible property management businesses and build something.**

FirstPort is a business with scale, support, and ambition. We are adapting to significant industry changes and are committed to setting the standard for professionalism and transparency. This combination is exactly what makes this role interesting. The person who joins will not be inheriting a finished story; they will help write the next chapter and receive credit when it goes well.

The business has made substantial investments in its people, its processes, and its marketing platform. A dedicated London marketing business partner is being brought on board. The SEO and consumer marketing pipeline is being reactivated from June. The leadership team is actively engaged in growth.

## What Makes This Role Stand Out

- Board-level exposure with the CEO, MD, and senior stakeholders
- A warm pipeline of live marketing activity
- A dedicated marketing partner and marketing team working alongside you in London to ensure consistent commercial and marketing execution
- A business engaged at the highest levels of the industry and government, including direct engagement with MPs and the Housing Minister
- Scale without bureaucracy, the resources of a national business with the agility of a focused regional team
- A commission scheme structured to reward the kind of performance this role demands
- Career progression for the right person, with a clear path into a broader board-level or national role as the business grows
- PE backing with real ambition, the business is building toward an exit, and top performers will be well-positioned for it

# FirstPort's Leadership Principles

At FirstPort, leadership is not just a title, it is a way of working. The four principles that define the culture here are:

## Collaborative

Combining expertise across teams to deliver outstanding outcomes for clients and residents.

## Consistent

Delivering dependable results that build trust, internally and externally.

## Simple

Stripping away complexity to make decisions, communications, and processes clear.

## Clear

Ensuring that information is accessible, transparent, and actionable at every level.

## Leadership & Culture

**A business that is transforming and looking for leaders to drive that transformation.**

FirstPort's ambition is straightforward: to become the most trusted and professional residential property management company in the UK. This is strategic intent that is reshaping how the business recruits, operates, and measures success. In London, that journey is particularly exciting because the opportunity is so large, the market is so well defined, and the investment being made is so tangible.

The culture is honest and direct. The leadership team is not interested in candidates who want to coast. They want people who are motivated by challenge, who see a complex market as an opportunity, and who are prepared to be held accountable for outcomes. In return, you will be trusted, supported, and given the platform to do your best work.

FirstPort also takes its broader responsibilities seriously, engaging with the Leasehold Reform agenda, contributing to regulatory consultations, and working with the sector's professional bodies to raise standards across the industry. The Growth Director will be a visible part of that voice.

# Remuneration & Benefits

**Salary: Competitive, dependent on experience | Industry-leading commission scheme**

FirstPort recognises that its people deserve a package that reflects the seniority and impact of the role. The full remuneration package includes:

- Competitive base salary (details shared confidentially at briefing stage)
- A commission scheme structured to reward high performance in new business generation
- Private medical insurance
- Pension with matched employer contributions
- Life assurance
- Access to discounted gym membership and employee wellbeing benefits
- Accredited training and continuous professional development
- Extended maternity and paternity provisions



## NEXT STEPS

# The Recruitment Process

This search is being managed exclusively by Joshua Robert. To ensure a confidential, well-managed process, we ask all interested candidates to approach the role through us directly. The indicative process is as follows:

- 1 Initial confidential conversation with Joshua Robert to discuss the role and your background
- 2 Submission of your CV and supporting information to FirstPort with our endorsement
- 3 First-stage interview with the Director of Region and/or HR
- 4 Second-stage interview with the MD and wider leadership team
- 5 Offer and referencing

**All conversations are treated in the strictest confidence. We will not submit your details to FirstPort without your explicit consent.**



# Contact

For a confidential discussion about  
this opportunity please contact:



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