Senior Manager – Asset Management — Role Profile

Service: Development and Estates Team – Place Directorate
Band: SM4C
Reporting to: Assistant Director of Development
Responsible for: Estates Surveyors and Estates Data Management

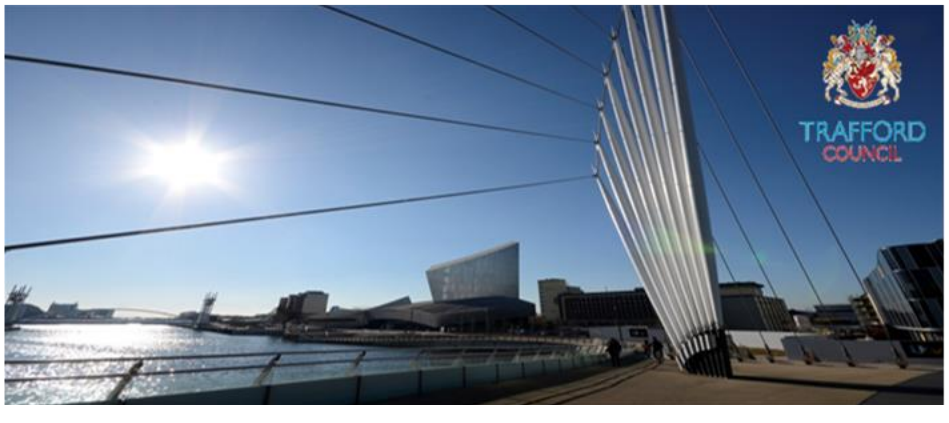
About Us

Trafford is a great place to live, work, learn and visit. From its leafy suburbs to its more urban areas, the borough takes pride in its strong, diverse communities, its cultural and sporting heritage and its position at the heart of the region's economic powerhouse.

Trafford Council and its partners in the public, private and third sectors have a Vision which sees us working together to close inequality gaps and maximise Trafford's huge potential.

Our vision: Trafford – where all our residents, businesses and communities thrive

At the heart of our vision is a common cause – we want to make Trafford a better borough. We want to make it a place where everyone has a chance to succeed and where everybody has a voice. Through our new vision, we are making a commitment to work together across different services and agencies to make the best use of our resources.



Our Culture

Trafford Council employs around 2300 non-school members of staff and as one of the biggest employers in the borough, we work hard to make Trafford Council an employer of choice. We care what you think and believe you are more than just a job role. We have a great benefits' package and a real focus on your health and wellbeing, as well as, extensive learning, succession and development opportunities.

For us, it's not just about *what* we achieve as an organisation, but *how* we do it. Therefore, all employees are expected to display our **EPIC** values.

At Trafford Council we are EPIC

We EMPOWER – We inspire and trust our people to deliver the best outcomes for our customers, communities and colleagues.

We are PEOPLE CENTRED – We value all people, within and external to the organisation and give those around us respect. We will act with honesty and integrity in all that we do, and create an environment that enables everyone we work with to thrive and succeed.

We are INCLUSIVE – We are committed to creating an environment that values and respects the diversity and richness differences bring.

We COLLABORATE – We build relationships, collaborate; treat people as equal partners and work together to make things happen.

About the Role

This Role Profile outlines the key tasks you will be expected to perform to give you an understanding of a typical day and the key activities that you will be expected to deliver or contribute to the delivery of.

The 'About You' section explores what qualifications, experience, skills and knowledge you will need for the role.

We are a values-based organisation and you will need to reflect our values, as well as the requirements in 'About You' in your application.

Overview

The Development and Estates Service will deliver significant change over the next 5-10 years. It will grow our income to support the delivery of services and support our capital programme through active asset management and development. We will deliver key projects that will contribute towards the Council's priorities to improve health outcomes, deliver good quality homes and reduce carbon emissions.

Reporting to the Assistant Director of Estates and Development, the role will require you to manage the Estates Service and managing property colleagues to deliver a fit for purpose Estates Service. The Council has a mixed portfolio, which includes commercial and operational property. You will provide strategic leadership for the effective management and optimisation of the Council's land and property assets, ensuring they support corporate priorities, regeneration ambitions and financial sustainability**.** You will also need to work collaboratively with other services and deputising for the Assistant Director of Estates and Development when required to do so.

Your Main Priorities

- Provide strategic leadership and management of the Estates Service, developing and leading professional property teams to deliver a high-performing, fit-for-purpose service and deputising for the Assistant Director of Development when required.
- Lead the implementation and delivery of the Council's Estates Strategy, Community Estates Policy and Corporate Property agenda to support corporate priorities, regeneration, service transformation and financial sustainability.
- Provide strategic leadership for the Council's land and property assets, ensuring they are well managed, make best use of resources and deliver value for money.
- Oversee the effective management, optimisation and performance of the Council's land and property portfolio, maximising asset value, revenue generation and capital receipts.

- Provide strategic property leadership for major Council projects, regeneration initiatives and development programmes, ensuring property assets contribute to long-term social, economic and environmental outcomes.
- Lead corporate asset management planning and governance, ensuring robust property data, informed investment decisions, effective risk management and alignment of resources across related property functions.

Key duties

- Manage and develop Estates Surveyors and Property Data Officers, allocating workloads, setting priorities and monitoring performance and service delivery.
- Lead and continuously review estate management policies, procedures, governance arrangements and service standards to ensure compliance and best practice.
- Provide professional property and asset management advice to senior officers, directors, Cabinet Members and elected members on complex property matters.
- Prepare and present reports, business cases and recommendations to Cabinet, Committees and other governance bodies to support decision-making.
- Lead and oversee acquisitions, disposals, lettings, lease renewals, rent reviews, valuations, Community Asset Transfers, Assets of Community Value and other strategic property transactions.
- Deliver the Council's Land and Property Disposal Programme, securing capital receipts and supporting regeneration and corporate objectives.
- Manage procurement, tendering activities and external professional advisers associated with estate services and property projects.
- Lead strategic asset reviews, portfolio rationalisation and asset optimisation programmes to improve asset performance, income generation and value for money.
- Oversee property condition information, asset data and estate records, ensuring accurate information is maintained to support investment planning, statutory compliance and decision-making.
- Establish and maintain appropriate governance, risk management and control mechanisms for property-related activities and decisions.
- Lead service improvement, transformation and change programmes across Estates functions, embedding efficient and effective ways of working.
- Build and maintain effective relationships with internal services, partner organisations, developers, consultants, occupiers and other stakeholders, including responding to Member enquiries, complaints and FOI requests.
- Manage service budgets, income targets and expenditure while ensuring achievement of financial objectives, efficiencies and continuous service improvement. Take accountability for income-generating activities, supporting delivery of the Council's financial strategy through proactive asset management and commercial decision-making.

About You

Qualifications and Professional Development

- Relevant Degree such as, Surveying Degree/Real Estate Management / Property Development & Valuation / Quantity Surveying & Commercial Estate Management or equivalent qualification
- Member status with the Royal Institution of Chartered Surveyors or equivalent – MRICS or FRICS
- Evidence of continued relevant professional development

Experience and Knowledge

- Significant senior-level experience in Estates, Asset Management, Property Services or Corporate Landlord functions within a complex organisation
- Experience of leading and managing multidisciplinary property teams and successfully delivering high-performing professional services
- Experience of operating within a politically led environment and providing strategic advice to elected members on complex and sensitive issues
- Proven experience of developing, implementing and reviewing estate, asset management or property strategies that support organisational objectives
- Extensive experience of managing diverse commercial and operational property portfolios and balancing financial, operational and community outcomes
- Demonstrable experience of leading major property transactions, including acquisitions, disposals, leases, valuations and development opportunities
- Experience of preparing and presenting complex reports, business cases and recommendations to senior leaders, committees, elected members or equivalent governance bodies
- Experience of managing significant budgets, income generation programmes, financial performance and value-for-money initiatives
- Experience of leading organisational change, service transformation, asset rationalisation and continuous improvement programmes

- Strong knowledge of property law, asset management principles, public sector governance, procurement requirements, risk management and local government decision-making processes

Skills and abilities

- Strong strategic leadership skills with the ability to develop clear priorities, motivate professional teams and drive service performance and accountability
- Excellent commercial and financial acumen, with the ability to identify opportunities to maximise asset value, generate income, secure efficiencies and support investment decisions
- Highly developed negotiation and influencing skills, with the ability to secure positive outcomes in complex property transactions, partnerships and contractual arrangements
- Ability to assess complex property, financial, operational and strategic information and translate it into sound recommendations and actionable plans
- Strong risk assessment and decision-making skills, with the ability to identify, evaluate and mitigate strategic and operational risks across a property portfolio
- Excellent communication and presentation skills, including the ability to prepare persuasive reports and convey complex technical information to a wide range of audiences
- Ability to build effective relationships and influence stakeholders at all levels, including senior leaders, elected members, developers, partners, consultants and community organisations
- Strong analytical, performance management and problem-solving skills, with the ability to use data, market intelligence and performance information to inform strategic decision-making and continuous improvement

Special Conditions

- Hold a full UK driving licence and has access to a vehicle for use at work
- Willing and able to regularly travel across sites within the Trafford Borough
- Occasional Unsocial Hours/Weekend work may be required

Date prepared/revised	New role – 01/10/2026

Prepared/revised by	C Huber / C Gardner
Job Evaluation	30/09/2026

Health and Safety

To operate safely within the workplace with regard to the Council's health and safety policies, procedures and safe working practices. To be responsible for your own Health and Safety and that of other employees.

Equalities & Diversity

To work within the Council's Equalities and Diversity Policy, embracing through personal example, open commitment and clear action that diversity is positively valued, resulting in access for all by ensuring fair treatment in employment, service delivery and external communications.

Customer Care

To continually review, develop and improve systems, processes and services in support of the Council's pursuit of excellence in service delivery. To recognise the value of its people as a resource.

Training and Development

To identify training and development needs with your manager, taking an active part in your Personal Development and Review Plan. To access development opportunities as they arise and share learning with others and where appropriate, actively encourage a learning environment and development within others.

Policy

To work at all times within the established policies and practices of the Council, within the framework established by the Council Constitution and associated guidance.

Information Governance

Confidentiality is of prime importance. In the normal course of duties, the post holder will have access to personal and or sensitive information relating to service users, staff and contractors, as well as information of a commercially sensitive nature. Such information should not be communicated to anyone outside or inside the Council unless done in the normal course of carrying out the duties of the post. Disciplinary action will be considered where a breach of confidence and or data breach has been established.

All information obtained or held during the post-holders period of employment that relates to the business of the Council and its service users and employees will remain the property of the Council. Information may be subject to disclosure under relevant legislation.

To ensure information is shared safely and complies with information governance standards and associated legislation.