

JOB DESCRIPTION

POSITION: Director of Lease-Up & Occupancy
LOCATION: Victoria, BC
TERM: Full-Time, Permanent
REPORTS TO: Senior Director of Housing Operations

Position Summary

M'akola employees embrace the vision, mission and will demonstrate M'akola's core values in their daily work.

The Director of Lease-Up & Occupancy will lead the strategic planning and execution of large-scale residential lease-ups while overseeing occupancy, marketing, branding, and tenant placement processes across the organization's housing portfolio.

This role is responsible for developing and implementing policies, procedures, and best practices for the Lease-Up & Occupancy Department, ensuring efficient operations, which meet the organizations occupancy goals. It is also responsible for strong stakeholder relationships, and alignment with the organization's mission, values, and commitment to community.

This position plays a critical leadership role in ensuring successful project launches, sustainable occupancy levels, and housing delivery that reflects the organization's mission and commitment to community. The position includes external and public-facing responsibilities, representing M'akola at conferences, community events, and through participation in various committees and working groups. It requires close collaboration with the Leadership and Senior Leadership team and other organizations and stakeholders.

Responsibilities

Lease-Up Strategy & Execution

- Lead and manage all lease-up initiatives for new and existing developments.
- Develop and implement comprehensive lease-up plans, timelines, and occupancy targets.
- Coordinate cross-functionally with Development, Operations, Maintenance, and Finance teams to ensure readiness and alignment.
- Monitor and report on occupancy performance, vacancy rates, absorption timelines, and leasing metrics.
- Identify risks and implement proactive strategies to achieve and maintain full and timely occupancy.

Marketing, Branding & Communications

- Oversee marketing strategies for new and existing properties.
- Guide website content related to housing availability, application processes, and community engagement.
- Strengthen organizational branding to reflect Indigenous values, culture, and community impact.
- Develop promotional materials and outreach strategies to support successful and timely lease-ups.
- Ensure messaging is clear, culturally appropriate, and aligned with organizational standards.

Stakeholder & Community Engagement

- Build and maintain strong working relationships with Indigenous communities, government partners, funders, and service providers.
- Collaborate closely with internal departments and external stakeholders to support successful occupancy outcomes.
- Represent the organization at community meetings, housing forums, and partnership discussions.
- Support transparent communication and engagement throughout the lease-up process.

Policy & Procedure Development

- Create and implement departmental policies and procedures related to lease-up, tenant intake, waitlists, eligibility screening, and occupancy management.
- Develop, implement, and monitor key performance indicators (KPIs) related to lease-up and occupancy, including unit turnover timelines, vacancy rates, application processing times, and lease conversion rates.
- Track and report on performance against established targets, including achieving unit occupancy within 30 days of turnover.
- Ensure compliance with funding agreements, regulatory requirements, and organizational policies.
- Establish standardized processes, documentation practices, and reporting frameworks.
- Continuously evaluate KPI outcomes and adjust strategies to improve performance and meet organizational goals.

Leadership & Team Development

- Build, mentor, and supervise the Lease-Up & Occupancy team.
- Foster a collaborative, culturally safe, and high-performing work environment.
- Provide training and guidance on best practices in leasing, tenant relations, compliance, and customer service.
- Set clear performance expectations and support professional development.

Knowledge, Skills and Abilities

- Understanding of Indigenous housing models and culturally grounded service delivery.
- Knowledge of affordable housing programs, funding agreements, and regulatory requirements.
- Detailed knowledge of applicable legislation and dispute resolution mechanisms of the Residential Tenancy Act and applicable provisions of the Human Rights Act;
- Ability to implement and maintain property management software, tools including ARCORI and BC Housing Registry;
- Exceptional communication skills, both verbal and written;
- Highly motivated and self-directed, with ability to work independently, manage projects, proactively solve problems, develop ideas, execute on deliverables, and appropriately seeks out support when required;
- Knowledge of Personal Information Protection Act (PIPA);
- Proven conflict resolution and leadership skills;
- Ability to maintain confidentiality, excels at providing excellent customer support and consistently delivers above expectations to applicants, tenants, and co-workers; and
- Exhibits Cultural sensitivity and awareness.

Education and Experience

- Post-secondary education in Business Administration, Housing Management, Urban Planning, Communications, or a related field (or equivalent combination of education and experience).
- Minimum 7–10 years of progressive experience in housing, property management, or real estate development, preferably within non-profit or affordable housing.
- Demonstrated experience leading large-scale residential lease-ups.
- Strong background in marketing, branding, website content oversight, and community outreach.
- Experience working closely with Indigenous communities and diverse stakeholders.
- Proven ability to develop and implement policies, procedures, and operational frameworks.

Other

- Willing to travel up to 20% of the time;
- Willing to participate in personal and professional development;
- Follow M'akola Housing Society policies and procedures; and
- Provide a clear Criminal Record Check.

The performance statements provided in the job description allow for the development of goals and objectives, performance standards, or work plans that will be assessed in the annual performance evaluation of the Director of Housing Services.

The Director of Lease-up and Occupancy may be required to perform other related duties as assigned, which do not affect the nature and scope of the position.