

Lifestyle Area Manager position outline

May 2026



Lifestyle
Communities®



The Lifestyle story

Since beginning Lifestyle Communities® in 2003, our mission has always been to enable working, semi-retired and retired people over 50 to downsize in a secure community with resort-style amenities, while having the freedom to enjoy new possibilities with greater peace of mind.

Our first community was at Brookfield in Melton, and over the years we have kept improving on what we do based on the feedback from our customers and homeowners. We have grown the business on two core principles;

1. **"You never get a second chance at a first impression"** and we ensure that whether it is the look of our communities or the service we deliver, our customers always get a fantastic first impression.
2. **"A customer may forget what you told them, but they will never forget how you made them feel"**. We want to make every customer touchpoint an amazing experience, one that they will remember and recall with friends and family. We want to ensure that their experience living in Lifestyle Communities is an extremely positive one.

These two principles have been the key enabler of our growth and success over the years and will become even more important as we develop and grow.

Our purpose

We reimagine a Way to Live for independent downsizers.

We develop and manage architecturally designed low maintenance homes, together with resort-style communities, that allow downsizers to free up equity from their previous home, and live the life they want.

Our approach revives the spirit of strong, neighbourly connections while providing spaces that balance safety and privacy with community engagement.

We nurture these environments, with dedicated Lifestyle Managers that live onsite allowing homeowners to enjoy independence alongside an active lifestyle.

Now that's a ...**Way to live**



Role summary

The Lifestyle Area Manager role supports the delivery of the homeowner experience and operational delivery of our amazing communities.

Working as part of the Experience team, this role will support our growing portfolio of communities.

We are looking for inspiring leaders who will collaborate with peers, coach and mentor our teams, drive operational excellence and have a creative curiosity that will help us re-imagine the future whilst never losing sight of our customer as the only truth.

As an entirely customer-centric organisation, the main priority of this important role is to support our regional team of Lifestyle Managers and our wider teams to deliver an amazing homeowner experience.

This is a key role in helping to support our teams through an exciting time of change as we continue to set new benchmarks for innovation, customer obsession and operational excellence.



Who am I?

I am a passionate person that really enjoys working in a highly engaged and supportive environment to deliver **amazing** service to our team and customers. I have an absolute **passion** about customer service and believe that delivering amazing customer service should be in every business' ethos.

I have **high empathy** and can put myself in the shoes of team members and our homeowners to understand their needs and how to provide an experience that exceeds their expectations.

I have **high EQ** and my working style is one of **collaboration** and **consultation**. I see this role as both **challenging** and **rewarding**.

I am eager to grow my skill set whilst at the same time using my experience to achieve and drive results and **make a real difference**.

I continually seek to improve the overall experience for our team members and homeowners. I am excited to **think outside of the box** and constructively challenge the business to be exceptional in all that we do.

I treat everyone with **respect** and show humility in all interactions. I believe that Lifestyle Communities makes a real difference to our customers lives and I work to ensure that I can also make a difference to what we do and the service and product we deliver.

I am **thoughtful, compassionate, kind** and **value relationships**.

I work for Lifestyle Communities!



Our values

Our values drive all our interactions with our customer.

We know that by living these values we can deliver excellent customer service to all stakeholders and believe that these values differentiate us from other operators in this sector.



**Do it from
the heart**



**Constantly
curious**



**Own it.
Sort it.**



**Strive for
excellence**

Position title	Lifestyle Area Manager
Reports to	<p>Executive General Manager – Experience (People & Communities)</p> <p>Dotted line to the Senior Area Manager for functional oversight and support</p>
Direct reports	<ul style="list-style-type: none">• Lifestyle Managers in your region
Location	<p>Support Office Suite 2.02, Level 2, Clarke Street Southbank VIC 3006</p> <p>Travel to Lifestyle Communities throughout your applicable region.</p>
Employment type	Full Time
Department	Experience
Key relationships	<p>Internal</p> <ol style="list-style-type: none">1. EGM, Experience (People & Communities)2. Senior Area Manager3. Lifestyle Area Managers4. Lifestyle Managers5. Customer Experience Design Team6. Sales Team7. Design and Construction Team8. Marketing Team9. Finance Team <p>External</p> <ol style="list-style-type: none">1. Homeowners2. Prospective Homeowners3. Suppliers



Lifestyle Area Manager

Team Leadership

Key tasks / deliverables	What will success look like?
<ul style="list-style-type: none"> • Under the leadership of the EGM - Experience you will help to oversee the homeowner experience and operational running of a portfolio of communities in a region. • The Lifestyle Area Manager has responsibility for supporting and delivering the homeowner experience at the established and developing communities in their portfolio. • Provide on-the-ground support and direction to communities and Lifestyle Managers in their region to bring the homeowner experience to life. • Support the Lifestyle Managers to drive community engagement and spirit and escalate issues to the Senior Area Manager as needed. • Supports the Experience team to implement new projects and initiatives in communities. • Works cross-functionally across the business to champion the homeowner experience, drive operational excellence, and a culture of 'own it, sort it'. 	<ul style="list-style-type: none"> • You will lead by example and display the values and purpose of Lifestyle Communities. • Your team will feel valued and driven to meet and exceed company objectives. • Your communication and behaviours will inspire and motivate team members. • You will positively represent Lifestyle Communities to Homeowners and other outside resources, through your communication and behaviours. • You will provide leadership that is consistent with the expectations set by the Senior Area Manager and EGM, Experience (People and Communities).

Customer Obsession

<ul style="list-style-type: none"> • Champion our culture of customer obsession and inspire our teams to continuously focus on delivering an amazing customer service experience that delights and exceeds expectations. • As a customer-centric leader, generate genuine buy-in and consistent adoption of our service culture and ensures that the brand vision and experience standards are successfully brought to life. • Support the implementation across the communities and adopted in our communities and uses reporting and insights to continuously strive for improvement. 	<ul style="list-style-type: none"> • All efforts are made to exceed expectations and achieve exceptional results for our customers. • You will continually look for new and creative initiatives to improve outcomes for customers. • All concerns or inquiries are resolved to a high standard, in a timely manner.
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Discover the New Design

- Bring a creative curiosity and contribute inspiring ideas that help elevate our homeowner experience within the various stages of the developing communities.
- Bring your in-depth knowledge of our customers and understanding of our operations to contribute to the design of our future homeowner experience.
- Be the voice of the Lifestyle Management team in putting forward ideas and suggestions to improve the operational efficiency of our communities.

- The successful delivery of new projects and initiatives elevates the homeowner experience.
- Operational considerations, insights and feedback from Lifestyle Managers is put forward in the design to deliver process.

Delivery

- You will support the operational performance and continuous improvement across developing communities in a region, using insights from homeowners, Lifestyle Managers, and other Lifestyle teams.
- Work with the Senior Area Manager to identify communities that need support with enhancing homeowner experience and delivering referrals. Execute plans to address these issues working proactively with the LM team, Sales, and Marketing to realise outcomes.
- Coordinate resourcing for allocated communities and work with the Senior Area Manager to ensure operational coverage.
- Oversee community budgets in line with targets and support Lifestyle Managers with budget management and reporting. Be responsible for reporting and proactively identify variances and put in place corrective action to the EGM, Experience.
- Contribute to the OH&S and compliance framework by conducting i-audits, safety audits and managing incident reporting.
- Create an operating rhythm that maintains a homeowner-centric culture, including key stakeholder meetings, team communications, current/accurate reporting, and community visits.
- You will constantly generate new ideas and creative solutions to help support our Lifestyle Managers or help us to be a better, more commercial business.
- Engage with Homeowners Committees and Social Committees as required

- Document and drive consistency through and across regions.
- You will be considered whilst also challenging the status quo when setting strategy.
- You will continually look to achieve efficiencies in procedures and expense controls, remaining mindful of the homeowner experience.
- Care and caution are exercised with decision-making, bearing in mind the decisions made at one community will be picked up by every community.
- Assets, activities, and procedures are managed appropriately, taking into consideration risk management, cost, timing, homeowner/customer impact and final outcomes.

Relationship Management

whilst ensuring that Lifestyle Managers remain empowered in this relationship and that you provide all due support and follow-up in an accurate and timely fashion.

- Through effective collaboration with stakeholders contribute to the development of new policy and procedures that directly contribute to the effective management of the communities, obtain consensus, and assess feedback periodically to assess outcomes.

- Lead the communication and engagement plan for your communities and drive the 'One Team' approach across the business including implementation of feedback loops.
- You will mentor, develop, and train team members to deliver amazing customer service outcomes and business objectives.
- You will work closely under the direction of the EGM, Experience, and the Senior Area Manager to provide support and consistent delivery of business priorities and service expectations.
- You will proactively foster positive and functional working relationships between all your Lifestyle Communities colleagues and identify ways of working and processes to better support collaboration with key teams and suppliers.
- Your ability to work closely with Marketing, Finance, People Experience team, etc are all strong determinates in your success as Lifestyle Communities operates a very open management structure.

- Consistent processes, deliverables, and expectations are driven in each region.
- You will create and develop strong relationships with your team so that they actively seek your feedback and guidance.
- You will proactively work towards collaboration and team results throughout the business.

Recruitment

- You will support the Senior Area Manager and EGM, Experience when required, to enthusiastically attract and recruit team members who encompass our key company values and desire to achieve amazing outcomes.

- You will support recruitment of high-performing, culturally aligned, and high EQ candidates to deliver amazing customer service.

Performance Management

- Complete constructive 3-month and 6-month probation reviews for the Lifestyle Managers and team members in your allocated communities.
- Develop, communicate, and monitor clear performance objectives for team

- A meaningful induction plan with ample guidance and coaching to set up new team members for success during probationary period.

Relief Support

members and provide regular performance feedback and appropriate performance management principles.

- Supporting our ROADMAP process, and with your hands-on approach to your Lifestyle Management team members, you will conduct meaningful 6-monthly catchups and annual reviews.
- Ensure your team has everything they need to enjoy and successfully undertake their roles; consistently delivering outcomes and homeowner experiences to a high standard.
- You will identify team member strengths and weaknesses and you are confident to address these through recognition, or encouragement, support, and guidance.
- You will provide feedback in a constructive helpful way to ensure team members know the improvements required and how we will support them to achieve this.
- Work closely with the People Experience Team to appropriately address poor performance and / or behaviours.

- Poor performance and/or behaviours are addressed in a timely manner.
- Team members are trained, mentored, and developed to achieve company objectives.

- Should the need arise, you will support the communities in your region in a Relief Management role for the period of time.

- You will support the communities in your region as a Relief Manager should the need arise.



What will success feel like for you?

In addition to fulfilling the requirements listed in this position outline, you will be inspired and challenged, and your learning curve will be steep. You will genuinely believe in the purpose of the business, and you will wake up eager to start the working day where your contributions are valued and rewarded.

The key challenges of this role

1. Continually motivating and developing your team to deliver exceptional customer service.
2. Be ready to embrace and champion change that naturally occurs in a business going through significant growth and transformation.
3. Create positive, collaborative, and outcome-driven results with various departments.
4. Balance the needs and wants of Homeowners and the objectives of Lifestyle Communities.

Our ask of you

We have a strong history up to today and we need passionate, motivated and entrepreneurial team members to challenge the status quo.

By joining the Lifestyle Communities team, you are committing to give it your all, live our values, take some risk and make a difference. That is all we ask.

I _____, understand the key deliverables and values of Lifestyle Communities, and will execute my role as **Lifestyle Area Manager** to reflect this position outline.

Signature

Date

