



The  
SilverDoor  
Academy.  
2024-2025

# Welcome to SilverDoor.



As Group CEO, I find our Academy scheme a wonderful way to inject some fresh energy into our London and Lancaster offices each year. We've welcomed placement students into our workforce since the scheme began in 2008, with each group fitting seamlessly into the wider team. Despite our long history of integrating placements into our organisation, we are continually blown away by how much our placements throw themselves into every aspect of their roles and the company as a whole.

In any application process, recruiters are looking for candidates who stand out from the crowd. As an employer, I know that a placement year is invaluable experience for any young person beginning their career. Academic results are obviously important but we tend to find that those team members who have completed a placement year are the ones who adapt to professional life most successfully.

Our SilverDoor Academy programme is designed to apply the theories of student degrees in a practical environment and give our placement students a real taste of what a career in their chosen subject could be like. Many students enter their final year of university with a much deeper understanding of their degree and are able to apply their experience to their final year coursework. Furthermore, our placements gain practical

experience in a role that is fun, interesting and challenging. The industry connections and lifelong friendships they make along the way are invaluable bonuses which make their time with SilverDoor all the more worthwhile.

Whether it's providing a new perspective to the way we run things day to day, or bringing energy and enthusiasm to our offices, I speak for the entire company when I say that our placement students always form an invaluable and integral part of our team.



Stuart Winstone  
**Group CEO,  
SilverDoor  
Apartments**



# Who We Are.

We are the world's leading provider of serviced apartments. Similar to hotel accommodation, serviced apartments can be booked on a nightly basis, but you get far more for your money – each apartment has its own kitchen and living space.

Working with over **2,500** global property operators, we are able to offer clients accommodation from the largest collection of serviced apartments in the world.

We believe in a personalised booking experience and pride ourselves on providing the best service in our sector along with innovative, industry-leading technology.



## Madrid

In April 2022, SilverDoor unveiled its fifth office – Based in Central Madrid, the team focuses on expanding SilverDoor's presence in LATAM and Iberia markets.



## London & Lancaster

We have two UK offices located in London and Lancaster. These offices are where our placement students are based.



## Singapore

In October 2016 we established SilverDoor Asia and opened our APAC office in Singapore. The team deals with account management, business development and property partner relationships within the APAC market.



## Denver

We opened our Americas office in Denver in January 2019. The team there coordinates bookings in the region and works directly with local property partners to develop our presence in the US market.



## Hyderabad

In late 2018 we launched our office in Hyderabad, India to optimise our technical innovation in the sector. Our specialist technology hub supports our offices to maintain and develop systems worldwide.





## Business Development

Seizing opportunities: identifying new areas for growth and completing sales bids to secure and develop new business around the world.



## Finance

Achieving company targets: processing payments we receive from our clients and payments we make to our partners and suppliers.



## Technology

Enhancing our infrastructure: developing our internal networks to ensure a seamless digital experience for employees and clients alike.



## Partner Relationships

Global expansion: maintaining and developing our network of apartments and providers as our client-base grows internationally.



## Marketing

Optimising our external image: communicating our brand and services in a world where online identity is imperative to success.



## Account Management

Developing client relationships: working directly with both customers and partners, our Account Management team is the immediate face of the company.



SilverDoor  
APARTMENTS

# Where do you fit in?



# Account Management.

## About the Team

The largest and liveliest team at SilverDoor, our Account Management team handles enquiries, works with property partners to source accommodation and make bookings.

As a placement Client Account Support, you'll join the team in providing outstanding customer service in every aspect of the booking process. By liaising with both clients and property partners, you'll gain key insights into our business and the industry as a whole.

## Relevant university courses

- BA (Hons) Business Management with Hospitality
- BA (Hons) Business Management
- BA (Hons) Business Studies and Marketing
- BA (Hons) Business Information Systems
- BA (Hons) Tourism Management with Events
- BBA (Hons) Management
- BA (Hons) International Travel Management
- BA (Hons) Tourism Management
- BA (Hons) Business Studies with Economics



## What skills are we looking for in a candidate?

- Excellent communication skills
- Attention to detail
- Problem solving
- Adaptability
- Outgoing



# Marketing.

## About the Team

As the creative hub of SilverDoor, our Marketing team is responsible for presenting our brand to the world clearly and effectively from a design and communication perspective.

As a Marketing placement, you'll get stuck in with every project, from event planning and social media management, to content writing and video production.

## Relevant University courses

**Suggested but not limited to:**

- BA (Hons) Marketing
- BA (Hons) Marketing Management
- BA (Hons) PR and Digital Communications Management
- BSc (Hons) English Language and Literature
- BA (Hons) Advertising and Marketing Communications
- BA (Hons) Marketing with Business
- BA (Hons) Public Relations



## What skills are we looking for in a candidate?

- Innovative
- Collaborative
- Creative
- Quick-thinking
- Multi-tasking
- Excellent communication skills





# Finance.

## About the Team

The Finance team provides essential support to SilverDoor's day-to-day operations. As a placement within the team you'll be responsible for processing payments to our property partners and managing receipts from our clients.

You'll gain experience of corporate accounting software and customer/supplier account reconciliation procedures. Generating bills and invoices and handling business calls will not only optimise your practical financial experience but will also enhance your skills in client and partner relations.

## Relevant university courses

**Suggested but not limited to:**

- BA (Hons) Business Studies
- BA (Hons) Business Studies with Finance
- BA (Hons) Accounting and Finance
- BA (Hons) Economics and Finance
- BA (Hons) Accounting and Financial Information Systems
- BSc (Hons) Economics
- BSc (Hons) Economics and Finance with Banking
- BA (Hons) Accounting for Management
- BSc (Hons) Accounting and Financial Management



## What skills are we looking for in a candidate?

- Ability to work under pressure
- Attention to detail
- Efficiency
- Deadline driven
- Team player





# Partner Relationships.

## About the Team

As the primary point of contact for our global network of property partners, our Partner Relationships team plays a key role in maintaining valued relationships and sourcing apartments in new locations. You'll support your team by developing both new and existing relationships with serviced apartment operators from all over the world.

## Relevant university courses

### Suggested but not limited to:

- BA (Hons) Business Management with Hospitality
- BA (Hons) Business Management
- BA (Hons) Business Studies and Marketing
- BA (Hons) Business Information Systems
- BA (Hons) Tourism Management with Events
- BA (Hons) International Travel Management
- BA (Hons) Tourism Management
- BA (Hons) Business Studies
- Organisation with Economics



## What skills are we looking for in a candidate?

- Organisation
- Excellent communication skills
- Time management
- Team player
- Strategic planning





# Technology.

## About the Team

Providing a vital service to maintain every aspect of SilverDoor's technology infrastructure, the Technology team is at the heart of SilverDoor's digital service. As a Technology placement you will provide first-hand assistance to staff across a variety of systems and software platforms.

Working with physical and virtual desktops, cloud computing, directory services and our corporate telephone systems, you will gain an excellent understanding of multiple technology areas and how these interlink to provide cutting-edge solutions to the company.

## Relevant university courses

### Suggested but not limited to:

- BSc (Hons) Computing/Computer Science
- BSc (Hons) Computing
- BSc (Hons) Cybersecurity
- BSc (Hons) Computer and Information Sciences
- BSc (Hons) Computer Networks/Networking



## What skills are we looking for in a candidate?

- Technically minded
  - Proactive
  - Problem solver
- Courteous and efficient
- Ability to work independently
- Exceptional communication skills





# The SilverDoor House

One of the best things about a placement year at SilverDoor is the opportunity to live in shared accommodation with your fellow Academy students. We source a house in London and Lancaster with the main aim to help you make the most of your time with us.

## We sort out all the boring bits...

Sourcing accommodation on your own in a new city, making sure it's near the office and managing your own bills can be stressful. In the Academy scheme, we find the houses, sort the deposit and bundle all bills (which we always make sure are affordable) together to deduct from your monthly salary.

This is the 16th year we've run our placement scheme and the SilverDoor House has helped bring many people together, resulting in countless long-lasting friendships. Long may that continue!



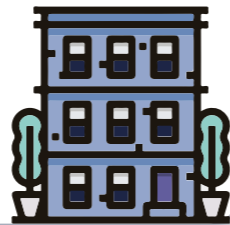
# Your Benefits at SilverDoor.

There are many benefits of being a full-time member of SilverDoor staff, including:

**Flexible working hours.**



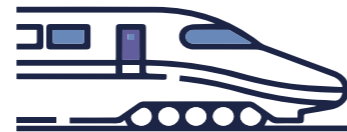
**Discounted Apartment stays.**



**An extra day off for your birthday.**



**Annual London railcard loan.**



Additionally, our placements are made to feel part of the SilverDoor team right from day one. Hear from some of our past placement students about their favourite parts of their year in the academy...

## What our people say:



**Caroline**  
*Marketing Support, 2010/11*  
**Now: Senior Vice President Marketing**

I made some lifelong friends during my placement year at SilverDoor. I was always treated like a permanent employee both in terms of the work and responsibility I was given but also socially from everyone within the company. I really felt part of the SilverDoor family from the moment I arrived.



**Arthur**  
*IT Support, 2021/22*  
**Now: Graduate Developer**

I was given a lot of responsibility from the offset and my team supported me in all my work and tasks. Living with fellow placements was an exciting opportunity to share a house with likeminded people and make lifelong friends. SilverDoor made me feel welcome from day one and the Academy was a massively rewarding experience.



**Anna**  
*Finance Support, 2013/14*  
**Now: Group Management Accountant**

At no point did I feel like a student. I was trusted with my work and offered full support with many tasks and projects. There's only so much you can learn at university: I returned to complete my degree with a renewed confidence and knowledge.



# Social, Sports & Charity.



SilverDoor does Christmas well. Our annual Christmas party is the most talked about event in the SilverDoor calendar and will more than likely be one of your favourite memories of your placement year. Our Christmas party is an all-expenses paid extravaganza at a glitzy venue with both the Lancaster and London offices coming together to celebrate the festive season in style.



We think it's important to provide a variety of lively social events throughout the year for all employees to enjoy. Whether you want to get involved in some of our great charity fundraisers or hit the slopes on our annual ski trip, there's something for everyone at SilverDoor.





# Opportunity to Grow.

A placement role is often someone's first step into the working world; however, we hope it's not your last with SilverDoor. We like to keep in touch and regularly offer roles to our placement students once they've gone back to university and completed their degree.



Caroline's SilverDoor Journey:

2010

Sales and Marketing Support  
July 2010 – Aug 2011  
(Part of the SilverDoor Academy!)

2012

PR & Marketing Assistant  
June 2012-2013

2013

Communications Manager  
June 2013-2015

2015

Head of Marketing  
Aug 2015-  
Oct 2016

2016

Group Head of Marketing  
Nov 2016 - Present

A SilverDoor placement student who returned to us and has since gone from strength to strength within the company is Caroline Whitson.

Starting her journey as Sales & Marketing Support in 2010, Caroline's career has since sky-rocketed to where she is today as Senior Vice President Marketing.

## Former placements currently working at SilverDoor...



**Arthur Gwamba**  
Graduate Developer



**Ben Smith**  
Senior Account Support



**Lydia Rowles**  
Senior Marketing Executive



**George Campkin**  
Assistant Management Accountant



**Melissa Guvenler**  
Accounts Receivable Manager



**Keziah Tierney**  
Account Manager



**Anna Sava**  
Group Management Accountant





## Your Application

You can apply for multiple roles. Just let us know in your cover letter which roles you're applying for.

Don't worry if you're doing a course that's a bit different from the role you want to apply for – you may still have skills and knowledge which are suited to your chosen department. In your cover letter, let us know how your experiences (not just experiences in a past job) make you the ideal candidate for the role.

Remember to proof read your application thoroughly. It helps if someone else can run their eyes over it too.

## The Interviews

- **Try to arrive at least 10 minutes early.** There's nothing worse than arriving late, creating unnecessary stress and risking a bad first impression!
- **Dress smartly.** If you're not sure, take a look at staff photos on the Meet the Team on our website for guidance.
- **Ask us questions.** It's important to make sure we're the right company for you as much as you are right for us.

## Hear from our current placements

Watch the video below to hear from some of our current placement students.



## How to Apply

Send us your CV and cover letter stating which department(s) you're applying for, which office you want to work in, and why you're right for the role(s) to:  
**[jameswills@silverdoorapartments.com](mailto:jameswills@silverdoorapartments.com)**





# Next Steps.

## Placement Fairs:

Throughout October and November 2023

## Application Deadline:

31st December 2023

## Interview Dates:

Mid-January – Early February 2024

## Placement Offers:

February 2024

## Start Date:

July 2024

## Complete Placement:

July 2025

Interviews will be held in our London and Lancaster offices - you will have your photo taken before having a brief interview with a member of HR and a separate interview with the relevant department manager of your role.



**James Wills**

Senior Recruitment Specialist

Lancaster Office



London Office





# The SilverDoor Academy.

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