

ROLE PROFILE

Job: Head of Sales & Letting	Reports to: Director of Development	Tier: C
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<p>Job Purpose:</p> <p>To lead, manage and deliver Your Housing Group's sales and lettings in line with the approved Growth Strategy.</p> <p>An active member of the senior team within Development, experienced in assessing and appraising development opportunities from a sales perspective including risk management, budget setting and business planning.</p> <p>Takes a lead role in advising on design and specifications of new homes for sale.</p>	<p>Key Competencies:</p> <ul style="list-style-type: none"> • Flexibility & Resilience • Meeting Customer Needs • Interpersonal Understanding • Commercial Focus • Results Focus • Future Focus • Leadership • Developing Others • Personal Learning & Growth • Building Relationships • Impact & Influencing • Innovation • Problem Solving & Decision Making
<p>Key Responsibilities:</p> <ul style="list-style-type: none"> • Takes full accountability and responsibility for new and existing sales and constantly strives for improvement in sales and lettings to achieve targets. • Assists the New Business Director and Senior Management Team in assessing and appraising development opportunities from a sale prospective including risk management, business planning and budget setting. 	

- Demonstrates a strong business understanding and contributes to the delivery of all departmental KPI's including legal completions, budget reservations, marketing spend, average selling prices and sales selling overheads.
- Takes a lead role in advising on the design and specification of new homes for sale.
- Manages all aspects of the team to ensure optimum staffing levels, recruitment and the effective induction of new sales advisors.
- Ensures a commercial awareness of the operating market place including local market intelligence, buyer profiles, competitor activity and trends.
- Acts as a role model for excellent customer service (internal and external) across the business
- A motivational team-leader focused on managing, coaching and developing their team to achieve their full potential. Ensuring that the sales team maintains proactive communication with all purchasers.
- Works in partnership with the New Business Team and Marketing Team to manage the Market Intelligence process; gathering market and customer information and providing feedback on future trends, to support development initiatives and sales campaigns.
- Works closely with the Operations Team to ensure successful smooth delivery of client services.
- Ensures quality control of all sales output pertaining to customer acquisition and service delivery
- Establishes and monitors performance reporting systems.

	Essential	Desirable
Knowledge skills & experience	<ul style="list-style-type: none"> • Extensive and relevant experience of onsite new home sales with a housebuilder/developer or registered provider, which provides a full understanding of the sales process • A successful proven track record of delivering sales in line with budgets within a senior sales role • Ability to shape dynamic strategies for sales and marketing homes • Ability to produce clear, well-structured reports to Boards and other Senior Leaders which aids effective decision making. • A hands-on management style and proven experience of managing and motivating a busy sales team who can add value to the business 	<ul style="list-style-type: none"> • Experience of working in a multi-disciplinary environment • Knowledge of Home Buy Agents • Knowledge of the mortgage market • Experience of managing re sales activity

	<ul style="list-style-type: none"> • An in-depth understanding of sales systems to support successful sales delivery. • Outstanding sales consulting and closing abilities • Experience of managing specialist staff 	
Specific Role Accountabilities for People, Finance and Policy (i.e. accountability for managing a team etc.)	<ul style="list-style-type: none"> • Responsible for leading the sales team and ensuring sales targets and agreed budgets are met. 	
Key Relationships (internal/external)	<ul style="list-style-type: none"> • Collaborative working relationships with colleagues in Finance, Operate, Compliance and the Property Team to ensure a Service Improvement approach that meets internal customer requirements. • The post holder will require a proven ability in managing customer relationships with internal and external stakeholders 	
Qualifications	<ul style="list-style-type: none"> • Excellent Communication skills with a proven ability to communicate at all levels • Excellent relationship management skills and the ability to maintain good working relationships with a variety of internal and external stakeholders • Ensuring high levels of customer satisfaction with the Sales and Lettings teams across the Group. • Accurate, numerate and computer literate • A passion and willingness to become immersed in work • Strong organisational, time management, negotiation, communication skills 	

Safeguarding of Children Young people and Vulnerable Adults

Your Housing Group is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff to share this commitment.

As a Your Housing Group employee, it is your responsibility to attend safeguarding training in accordance with YHG safeguarding training strategy and to be aware of and work in accordance with the YHG safeguarding policies and procedures and to raise any concerns relating to such procedures which may be noted during the course of duty.