

Director of Sales and Marketing Development and Sales Directorate

Overview	
Role Purpose	<ul style="list-style-type: none"> • Business Leader responsibility for Notting Hill Genesis (NHG) sales and marketing of shared ownership and market sale homes, ensuring excellent quality services to purchasers and achieving capital receipts and sales completion targets. • Review all teams and roles within the department to ensure you can deliver a successful sale programme for the Group. • Managing the sales programme and leading on relationship with Development and Finance to deliver on the corporate plan. • Member of the Development Management Team (DMT) and wider leadership to the Development and Sales directorate.
Responsible for	Sales and Marketing – shared ownership and market sale
Reports to	Group Director of Development and Deputy Chief Executive
Line management	<ul style="list-style-type: none"> • Head of Sales • Head of Marketing • Head of Sales Strategy and Research
Tier	Tier 3
Expectation Level	Business Director
Role relationships	
Internal	Reports to the Group Director Development and is part of the management team for the Development & Sales Directorate. Direct collaboration with the Development, Finance and Leasehold teams. Attend and present to Executive Board (EB), Project Approval Group (PAG), Development & Sales Committee (DSC) and NHG Group Board as required.
External	Customers, agents, developers, funders, the GLA and local authorities.
Manager / leadership criteria	
Functions	<p>To lead and manage a customer centric sales and marketing team to achieve corporate sales and revenue targets.</p> <p>To programme, budget and deliver a residential sales programme of market sales and shared ownership.</p> <p>To manage and maintain data rich market and performance information and utilise analytics in data driven decision making.</p> <p>To initiate and create innovative marketing and branding campaigns for successful residential place making and sales business.</p> <p>To create and manage sales strategy for an effective sales and marketing business.</p> <p>To ensure compliance with regulations and controls in all areas of operational management.</p> <p>To promote equality, diversity and inclusion in every aspect of the business</p>

Staff reports	Total: 37 Direct: 3 Indirect: 34
Specific designated, regulatory compliance requirements	Financial regulations, economic assumptions, GLA capital funding guide, Regulator for Social Housing and financial rating agencies.
Other key data (i.e. size of operation, units managed, size of programme etc)	Up to 650 sales per year, 500 shared ownership and 150 market sales

Role accountabilities

- Provide strong and effective leadership to implement and manage agreed plans aligned with NHG's values to ensure the best possible results.
- Report to the Group Director of Development and Deputy Chief Executive (and EB/Development and Sales Committee/Group Board as needed) on all aspects of business activities within relevant remit (plans, budgets, outcomes, risks).
- Effectively promote collaborative approaches to engage reporting team(s) to work successfully to deliver high quality services with cost-effective outcomes.
- Establish and maintain a culture of service improvement, supporting staff to deliver change projects to meet developing and evolving customer needs.
- Provide relevant senior level advice and guidance as required.
- Lead, manage and support your team in line with NHG's management behaviours in order to get the best out of your staff.
- Create a culture of performance and implement processes, procedures and reports that support this.
- Represent NHG externally; develop and maintain NHG's reputation as appropriate and build effective relationships with relevant stakeholders.
- Oversee the formulation and delivery of NHG's sales and marketing business strategies and long-term plans.
- Represent Sales and Marketing through the Directors Group and ensure all corporate initiatives are communicated and implemented effectively across all your teams.
- Ensure you and your teams follow the financial regulations, policies and procedures at NHG.
- Ensure that you and your teams follow relevant Health and Safety policies and related procedures, keeping up to date with changes and taking action to maintain personal health and safety and that of others.
- Deputise for the Group Director of Development and Deputy Chief Executive as required.
- Provide strategic leadership for NHG's residential sales and marketing business.
- Lead and develop strategies that include a budget and business plan to deliver (and exceed):
 - Income, cost and surplus targets.
 - Core sales and marketing performance targets.
 - An increase in purchaser and stakeholder satisfaction.
 - An increase in staff satisfaction.
 - Data rich analytics to drive performance and effectiveness of sales and marketing business.

Role accountabilities

- Manage the Sales Programme in line with the approved I&E budget and produce monthly reforecasts.
- Lead and create a best in class digital, data driven sales and marketing business.
- Lead and develop a NHG's sales and marketing strategy for residential sales.
- Lead and develop individual scheme sales and marketing campaigns that are innovative and cost effective.
- Ensure NHG meets its residential sales targets.
- Reduce unsold homes in line with the 5-year business plan and sustain unsold homes at a low level through effective sales strategies and off plan sales.
- Working with the Development team, review products for sale that improve quality, affordability and saleability.
- Identify new sales opportunities and drive growth across NHG's business activities.
- Develop successful strategic relationships with Sales Agents, Marketing Agencies, Developers, Local Authorities, Homes England, GLA, Mortgage providers and private sector companies operating in the residential property market.
- Develop compliant policies and procedures (which include health and safety) that meet NHG's requirements and those of the regulator.
- Ensure core elements of service delivery (including complaints) are conducted in compliance with legislation, regulation and NHG policy.
- Establish and maintain a positive relationship between the sales and marketing teams, home ownership, development, regeneration and assets, finance and central services.
- Assist Development and play an active role in influencing investment decisions for new developments.
- Produce performance and financial reports to EB and the Development and Sales Committee.
- Represent Sales and Marketing at PRG and PAG to obtain approval for sales releases.
- Represent Sales and Marketing at the Development and Sales Committee.
- Identify opportunities for bulk / investor sales and lead on delivering successful transactions.
- Review and digitise the customer journey so it is best in class, delivers a seamless customer experience and improves customer satisfaction.
- Ensure an excellent customer experience is provided by all members of the sales and marketing team.
- Contribute to excellent placemaking through sales and marketing through excellent service and brand management.

The tasks and responsibilities outlined above are not exhaustive; the post holder may undertake other duties as is reasonably required.

To do the job well, we have outlined the knowledge, experience, and skills you need to do the job.

Personal Specification	
Experience (executive)	
Essential	Desirable
<ul style="list-style-type: none"> • Experience of leading a sales and / or Marketing team • Track record of success in a leadership role; meeting challenging objectives and delivering business performance that exceeds expectations and targets. • Evidence of effective people leadership and management achievements in a diverse service delivery environment. Evidence of achievements in diversity and inclusion. • Experience of building and managing effective relationships at a senior level including those with boards, customers, partners and a range of stakeholders. • Evidence of excellent customer service achievements in a complex service delivery environment. • Experience of leading successful change programmes with employee, customer and stakeholder engagement, involvement and collaboration. • Evidence of delivering on innovative concepts, utilising future changes in policy to support flexibility in a responsive organisation. • Evidence of commercial acumen with a track record of successful negotiation and successful partnerships where relevant. • Experience of managing large budgets. 	
Professional expertise (know how & experience)'	
Essential	Desirable
<ul style="list-style-type: none"> • Experience of strategic and operational leadership in a commercial housing setting. • Experience and understanding of the affordable housing sector. • Experience of delivering large annual residential sales programmes for shared 	

<p>ownership and market sales.</p> <ul style="list-style-type: none"> • Experience of developing successful sales and marketing campaigns for large mixed tenure schemes. • Experience of utilising data to analysis and improve business improvement. • Experience of design and implementing marketing and branding campaigns for residential development. 	
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Skills	
Essential	Desirable
<ul style="list-style-type: none"> • Demonstrable capability for strategic thinking. • Strong intellect with the ability to analyse complex data, review alternative solutions and reach speedy, well-formed conclusions. • Strong influencing and negotiating skills supported by personal credibility, integrity and professionalism. • Effective and confident interpersonal skills with the ability to engage with a range of audiences and work in genuine collaboration with others. • Engaging leadership style with the ability to inspire and engage with people and to personally communicate the values and priorities of the organisation. • Effective IT skills including advanced MS Word/Excel skills. 	

Qualifications and/or professional membership	
Essential	Desirable
<ul style="list-style-type: none"> • Degree level qualification 	

NHG Expectations

NHG expectations framework outlines what we expect from our staff at the five different expectation levels we have across the organisation.

This role is a **business director** expectation level and therefore you should refer to the business director level expectation profile in addition to this role profile.

The full NHG expectations framework is available on our external job site page and intranet, Milo.

You'll be assessed on the knowledge, experience, skills, and expectations criteria at various stages throughout the selection process.