

# Assistant Director Business Information



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## > Development and Sales > New Business and Sales

### What's it all about

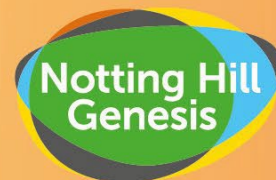
As the Assistant Director of Business Information in the Development and Sales team, your primary responsibility is to lead your team to produce all business information related to NHG's development and sales programme. Additionally, you will build and maintain relationships with the Greater London Authority (GLA) and Homes England (HE). Your strategic support will help the sales and marketing team achieve business plan objectives and maximise revenue through efficient reporting, market intelligence, and robust systems.

### How you'll make a difference

Reporting to the Director of New Business and Sales you'll play a crucial part in expanding NHG's portfolio by ensuring accurate and timely reporting, providing strategic market intelligence, and managing the sales customer experience. By combining strategic leadership, effective stakeholder engagement, and robust management systems, you will ensure NHG's development and sales programmes are furnished with the latest information and metrics to ensure they are successful and aligned with organisational goals.

### How you'll do it

- **Business Information Management:** Produce monthly management reports, including programme and cashflow reports, to support the organisation's management of the development programme. Develop and maintain effective management information systems to support New Business and Land and the Development Partnerships Team.
- **GLA/HCA Programme Management:** Lead the management and reporting of various GLA/Homes England programmes. Prepare bids for new funding programmes, monitor compliance, and ensure accurate reporting via the GLA Investment Management System. Coordinate and manage the annual GLA/HE Compliance Audit.
- **Market Intelligence and Sales Strategy:** Provide market intelligence to support the development team during acquisitions. Lead the strategy team to ensure sales influence the development programme. Develop new sales products to maximise revenue and customer satisfaction. Monitor customer experience and implement changes based on feedback.
- **Financial Management:** Work with the Finance Department to establish systems that monitor and report on the financial performance of the development and sales programmes. Prepare financial reports for compliance, business plans and strategic plans. Lead on annual financial budgets and the five-year programme to ensure alignment with NHG's development and sales programme.
- **Stakeholder Engagement:** Build and maintain effective working relationships with internal and external stakeholders, including local authorities, GLA, HE, and other governing bodies. Represent NHG in a professional and confident manner, managing stakeholder relationships effectively.
- **Digitalisation and IT Systems:** Lead the implementation of digital products and IT systems (e.g., CRM and website) to ensure they are delivered on budget. Monitor overall sales and marketing performance, identifying areas for improvement. Ensure compliance with GDPR and lead the change management function for the sales and marketing team.
- Ensure that you follow and keep up to date with all relevant Notting Hill Genesis and statutory policies and related procedures including health and safety and financial regulations.
- Hybrid arrangements - at least three days a week in an office or in a community/site based/partnership setting. On other days, working from home may be possible, depending on the work needed and the interaction required.



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## All about you

### Behaviours for success

Our values set out what we stand for. You'll need to show us how you match them and how you'll behave to ensure those are visible when carrying out your work.

- Compassionate
- Progressive
- Dependable
- Inclusive
- Empowered

For each value, we've created example behaviours to help you understand our expectations in more detail. Please [refer to the framework](#). This role is at **leadership** level

This is a people manager role. Please [refer to our people manager standards](#).

### Essential knowledge, experience and skills including qualifications and professional membership

#### Experience:

- Experience with public funded housing development processes in a national agency, local authority, or housing association.
- Experience managing and reporting on large development programmes.
- Knowledge of GLA and HE procedures for public funded housing development.
- Strong track record in analysis and strategy development within a sales environment.
- Experience in effective people leadership and management in a diverse service delivery environment.
- Understanding of the affordable housing sector is desirable.

- Detailed market knowledge and experience of developing products that meet target market needs.

#### Professional Expertise:

- Advanced PAMWIN user.
- Confident interpersonal skills with the ability to engage with various audiences and collaborate effectively.
- Advanced IT skills, including MS Word/Excel/Tableau, or similar proficiency.

#### Qualifications and/or Professional Membership:

- Pending confirmation of legislative changes, this role may require a qualification or professional membership to demonstrate competence. If not already qualified, there may be an expectation to study towards a professional qualification.