

Head of Sales

Development and Sales Directorate

Overview	
Role Purpose	Responsible for operational leadership of the sales teams to deliver the sales programme of 500-700 sales completions YoY. Developing strategies to improve performance and develop metrics to maximise surplus and value for money.
Responsible for	<ul style="list-style-type: none">• New build Shared Ownership sales• New build private sales (open market)• Sales Progression, Voids and Billing
Reports to	Director Sales & Marketing
Line management	<ul style="list-style-type: none">• Sales Managers x 2• Sales Progression Manager
Tier	Tier 4
Expectation Level	Senior Manager / Head of Service
Role relationships	
Internal	Sales Research & Strategy team, Marketing team, Development team, Client Delivery team, Finance team, Leasehold team
External	Sales agents, Valuers, GLA and other governing bodies, G15 and sector peers

Manager / leadership criteria	
Functions	Sales and Sales Progression
Staff reports	Total:14 Direct: 3 Indirect: 11
Budget size	TBC
Specific designated, regulatory compliance requirements	Capital Funding Guide GLA requirements CORE All aspects of Sales governance including GDPR and Money Laundering regulations.
Other key data (i.e. size of operation, units managed, size of programme etc)	Revenue and Surplus size varies YoY. Number of units to sell will vary with the Development and Sales programme.

Role accountabilities

Strategy and Compliance

- Set sales targets and KPIs for the team and individuals in order to deliver the business plan requirements. Working with Sales Managers and Progression Manager to monitor performance against them.
- Work collaboratively with the Director of Sales & Marketing, Head of Marketing and Head of Sales Research & Strategy to develop and deliver a departmental sales and marketing strategy.
- Work with the Head of Marketing to ensure that all new build developments have a documented Sales & Marketing strategy with appropriate marketing assets and collateral to ensure successful sales within business plan targets while achieving value for money and clear return on investment.
- Work collaboratively with the Director of Sales & Marketing, Head of Marketing and Head of Sales Research & Strategy to identify emerging markets, potential risks and areas for new development opportunities.
- Work with the Head of Sales Research & Strategy and Development to influence product specification, design and unit optimization. Review market research provided by sales executives to feedback into future and existing projects.
- Work with the Head of Sales Research & Strategy to review sales products and work with other departments across NHG to develop new products where appropriate, in line with customer expectation and affordability.
- Contribute to the 5-year business plan for NHG giving clear leadership to the sales team and setting expectations on the delivery of it.
- Play an active role in the NHG Leadership team and deputise for the Director of Sales and Marketing where required.
- Work with the Sales Managers to manage the Help to Buy forecasting, allocation and administration. Ensuring that deadlines are met and NHG is operating in line with our contract with Homes England.
- Lead on the creation and implementation of sales strategies for multi-phased schemes which mitigate against the risks of market saturation whilst still achieving agreed sales rates. Work with colleagues within the marketing and development teams to make this happen.
- Work with the Head of Marketing to set standards for brand concepts, show home dressing and marketing suite fit out across the sales programme.
- Ensure full compliance with affordability and eligibility criteria meeting capital funding guidelines and those from other governing bodies.
- Ensure that the team retain the correct paperwork to meet audit requirements and ensure information is complete and regular audit checks are completed.
- Work within General Data Protection Regulations (GDPR) and ensure that the work the team does is compliant.
- Down valuation
- Play a key role in the setting and execution of the Digitalisation Strategy, to support new ways of working, whilst increasing customer satisfaction through virtual platforms.
- Ensure authority control are followed when agreeing sales on out right sales units, driving surplus whilst mitigating against down valuations.
- Ensure that voids units are managed efficiently through out the sales team, avoiding disrepair and billing issues
- Work with Marketing and Sales Research & Strategy to review, amend and execute successful exit strategies, across all sites to enable us to lower our unsold homes numbers.

Role accountabilities

Operations

- Set annual sales budgets in line with budget targets and manage profit and loss for areas of responsibility and meet cost and surplus targets
- Regularly attend sales offices/marketing suites to ensure that the NHG sales standards are being met and that our product is presented at its best.
- Produce monthly and annual forecasts for sales reservations, exchanges and completions.
- Ensure the sales team produce accurate sales reports to enable the Sales Research & Strategy team to produce monthly business reports on performance.
- Work with the Head of Sales Research & Strategy to develop pricing for approval including appropriate dealing margins for private sale ready for approval by the appropriate committee.
- Agree offers within a delegated limit ensuring best price is achieved.
- Lead the team to meet all requirements of the Capital Funding Guide or other funding requirements.
- Manage sales across the Joint Venture schemes where NHG is the selling partner. Fulfil the requirements of the sales role as defined by the Development Agreements in place.

Relationships

- Develop and proactively manage relationships with stakeholders, including but not limited to, Local Authorities, Homes England, the Greater London Authority, the National Housing Group, Sales Agents and other external suppliers.
- Build and maintain excellent relationships with Joint Venture partners.
- Build effective and successful relationships across NHG.
- Manage and maintain effective relationships with other suppliers such as Developers and contractors.
- Build and manage relationships with key people in Development to positively influence the schemes we are building and selling.
- Represent NHG at external events to promote our product and brand, as required.

Leadership

- Provide strategic leadership, management and motivation of the sales team including recruitment, training and development, disciplinary matters, supervision, attendance, competency measurement and appraisals
- Develop and lead a team with the necessary skills and talents to consistently deliver high standards and achieve required commercial performance targets.
- Embed a performance led culture to raise performance, in order to raise staff and customer satisfaction.
- Coach, develop and mentor your team members to their full potential. Ensure that each team member has an appropriate personal development plan in place.
- Where necessary, tackle poor performance and if necessary, via formal performance management.
- Delegate, where appropriate, to your team members to help develop and stretch their capabilities for succession planning.
- Deputise for the Director Sales & Marketing where required.

General

- Maintain all working documents/procedures/systems in line with policy requirements.

Role accountabilities

- Ensure you follow the financial regulations, policies and procedures at NHG.
- Ensure that you 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.

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

Professional expertise (know how & experience)

Essential

- In depth understanding and experience of selling both affordable and outright sales properties.
- Detailed understanding of property sales and the profession.
- Experience of site led sales and bulk deals
- Full understanding of the conveyancing process, across all tenures within England.
- Strong sales progression experience/management, showing the ability to hit time bound KPI's
- Strong experience of selling off plan to both owner occupiers and investors.
- Pervious new build sales/management experience.
- Understanding of the new build for sale market.
- Demonstrable experience of working to sales targets.
- Strong experience of delivering high levels of customer service and increasing customer satisfaction results.

Desirable

Skills

Essential

- Proven leadership skills of managing large teams, often at arms length.
- Ability to establish and maintain effective relationships with both internal and external stakeholders.
- Effectively able to juggle priorities and demands.
- Strong influencing and negotiating skills.

Desirable

- Ability to make coherent and logical decisions under pressure.
- Ability to present, lead and persuade orally and in writing and present complex information in plain English.
- Effective IT skills including basic/intermediate/advanced MS Office skills

Qualifications and/or professional membership

Essential

N/A

Desirable

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 **Senior Manager / Head of Service** expectation level and therefore you should refer to the **Senior Manager / Head of Service** 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.