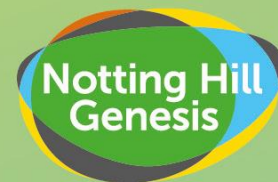


# Commercial Strategy and Innovation Lead



Working better together  
for our residents

## > Operations > Places and Estates

### What's it all about

Notting Hill Genesis (NHG) is one of London's leading housing associations and is on an exciting journey to create better places and communities where people can thrive for the long term. The ground floors of our developments play a crucial role in the overall experience of our residents.

Our ambition is that our commercial properties are vibrant and engaging spaces that serve the needs of locals, fostering community, supporting a sense of wellbeing and belonging while creating economic value and local jobs.

As the Commercial Strategy and Innovation Lead you will play a key role in shaping and delivering commercial strategies that deliver on our financial targets while contributing to the overall success of our places and estates.

### How you'll make a difference

Developing an innovative, consistent and sector leading approach to our commercial strategies that are realistic and achievable, balancing our placemaking priorities with commercial viability.

Represent Notting Hill Genesis externally, developing and maintaining our reputation and building effective strategic relationships with relevant stakeholders.

### How you'll do it

Responsible for developing and delivering the commercial strategy for NHG for the commercial units in the pipeline, ensuring that they are designed and delivered in line with market expectations.

Overseeing the letting and sales of commercial units in existing and new build properties, developing and implementing strategies that complement our residential uses whilst maximising value of the commercial assets. You will lead and own complex sites and schemes and develop exit strategies as required.

Developing and delivering strategies to ensure Commercial Properties continuously improves

products and services that maximises income and delivers on our placemaking objectives.

Research and keep abreast of trends to adapt and strategically evolve the business service to meet market requirements across all tenure types, to strategically attract and retain high quality tenants with a view to maintaining and increasing the value of our developments.

Devise and deliver strategies to add value through active asset management, increasing income and seek value adding opportunities from the portfolio.

Responsible for analysing and providing strategic recommendations on project appraisals together with the strategic delivery of commercial units in the pipeline.

Help develop and deliver commercial strategies for mixed use schemes that have placemaking at their core and are realistic and achievable while maintaining our aspiration to create vibrant, coherent, and desirable places.

Represent NHG externally; developing and maintaining successful commercial relationships to ensure that the organisation is represented and can influence the sector improving the business profile that enhance NHG's reputation.

Be a strong client for key internal partners and central teams (Development & New Business, Finance and NHG residential teams) analysing and providing strategic recommendations using own professional expertise on projects.

Establish and maintain positive relationships with all internal stakeholders.

Provide high quality monthly business reports which is to include market research analysis and data together with reporting on all performance indicators.

Report to the Head of Communities and Commercial Properties as required on all aspects of business activities within relevant remit (objectives, budgets, risks, opportunities and performance goals).

Lead within Commercial Properties on commercial leasing negotiations, liaising with solicitors, agents, and tenants as necessary to ensure properties are let in a timely manner and sales or lettings are progressed professionally.

Ensuring that our agents are actively marketing our void properties, having regular catch ups with them to ensure they prioritise our instruction. Taking the lead on presenting and ultimately implementing alternative strategies if interest in not forthcoming.

Ensure that leasing progresses efficiently and swiftly, solving problems as they come up with a view to completing leases in a timely manner and ultimately reducing our voids, activating our ground floors and increasing our income.

Liaise with development to ensure units are handed over as per employer's requirements to spec and that relevant compliance documents are provided at handover to enable seamless letting or sale of commercial units, avoiding potential delays further down the road.

Develop and maintain effective collaborative relationships with a range of key stakeholders and strategic partners including, but not limited to, managing agents, workspace providers, surveyors, contractors, and architects.

## General

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.

Ensure that you undertake any corporate responsibilities as required, including leading investigations and hearings in formal processes across the business.

Ensure any directly delivered services and commissioned services comply and adhere to safeguarding and GDPR policy and legislation.

## 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. This role is at **Manager** level.

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

Experience and detailed understanding in leading and delivering commercial development projects in large mixed-use schemes from initial appraisal to delivery.

Experience of strategic and operational leadership in a commercial property environment preferably with a residentially led developer.

Experience of securing new business opportunities in commercial property.

Evidence of delivering on innovative concepts including placemaking to support commercial aims and NHG customers.

Evidence of commercial acumen with a track record of successful negotiation and successful partnerships where relevant.

Excellent understanding and ability to interpret a variety of legal documents related to commercial property.

Detailed working knowledge of relevant legislation, statutory and regulatory requirements including town planning.



Working better together  
for our residents

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.

Degree level qualification (desirable)

MRICS or working towards achieving MRICS (desirable)