Job description

Designation: Head of Sales & Home Ownership

Responsible to: Director - Development

Directly Responsible for: Sales Team and Leasehold Managers

Job Ref: SAL05

Date: July 2021

Purpose

Livv Homes are looking to grow the Shared Ownership and Rent to Buy offer in order to generate a surplus to regenerate back into the wider Group. Livv Homes are looking to increase both the brand awareness and product offer - positioning the Group as a sector leader across the North West.

This role is responsible for leading, managing and delivering the Group’s new home sales, including shared ownership, in line with the approved Development Strategy. Advising on and contributing to the design, specification and marketing of new homes, ensuring the Sales Team meet targets most effectively and supporting the leasehold service, including overseeing statutory disposals and the ongoing management of the leasehold portfolio.

The role holder directly line manages the Sales Managers and has overall responsibility for the Sales team. The holder is required to liaise with colleagues across the Directorate and Group more generally as well as a range of external stakeholders to ensure the most efficient and effective service provision.

Main duties

* Full accountability for new and existing sales and shared ownership arrangements from pre-development through to customer handover.
* Support the development and successful implementation of strategies, business and financial plans for the Sales and Leasehold functions of the Group.
* Being innovative and aspirational in the market positioning of Livv Homes.
* Provide regular performance reports, presentations and briefings to the Board, Executive Team, tenants and other stakeholders as appropriate.
* Agree departmental KPIs and manage the performance of Sales team to measure progress against targets and agree any necessary actions to facilitate improvement against targets.
* Analyse potential sales activity for each forthcoming year and produce provisional sales forecasts accordingly.
* Agree with the Director - Development the Sales Plan and budget for each year and manage marketing budgets across all new developments for sale.
* Shape the Rent to Buy offer to best meet the needs of customers, internal and external stakeholders, including the implementation of a dedicated RTB leasehold and service charge function.
* Ensure competitor analysis is in place and up to date.
* Drive change in line with broader Group objectives to ensure services are continually developed to meet changing needs of customers and the operating environment.
* Lead and promote branding and marketing strategies for new home developments and the sales brand.
* In partnership with the Development New Business Team, gather market intelligence, competitor activity and buyer profiles to provide feedback on trends to assess new development opportunities, enabling a market knowledge led approach to Sales.
* Ensure compliance with all relevant regulatory, statutory and industry requirements.
* Develop and maintain metrics and measurement techniques to enable the Group to continuously, consistently monitor, and improve the Group’s customer-led approach to Sales and Leasehold functions.
* Work collaboratively a part of the wider development team to ensure a seamless approach for future delivery of new homes for sale and rent to buy.
* Complete any other tasks as commensurate with the level and nature of the post as delegated by the role’s line manager.
* Motivate and lead the team focusing on managing, coaching and developing staff to their full potential, providing support and guidance to the Sales and Leasehold Teams.

***Key Measures of Success***

* Most effective Rent to Buy and Sales Services delivered, including continual ongoing development of processes in place.
* KPIs met and continually improved.
* Sales Income increased for the Group, with all sales products sold to targets.
* Effective implementation of Rent to Buy tenure
* Agreed new customer targets met.

**This job description is a representative document. All duties outlined in this document apply to the Group. Other reasonably similar duties may be allocated from time to time commensurate with the general character of the post and it’s grading**

**Person specification**

Role: Head of Sales & Home Ownership Reference number: SAL05

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| --- | --- | --- | --- |
|  | Essential | Desirable | Method of Assessment (see list below) |
| Education and Qualifications | | | |
| Degree qualified or equivalent relevant experience in housing or other service sector | X |  | AF |
| RICS Qualified |  | X | AF |
| Experience | | | |
| Proven experience in a new home sales management role in the private and affordable sectors (essential) with a full understanding of the sales process | X |  | AF/I |
| Strong managerial background in residential or property development environment | X |  | AF/I |
| A successful track record of delivering sales in line with financial budgets | X |  | AF/I |
| Proven experience of managing and motivating a team | X |  | AF/I |
| Skills, knowledge and ability | | | |
| Expert knowledge of house sales and the working practices connected to the house buying and selling process | X |  | AF/I |
| Establishing and maintaining strong working relationships with internal and external stakeholders and partners | X |  | AF/I |
| Taking decisions based on analysis of data and the ability to shape dynamic strategies for the sales and marketing of new homes | X |  | AF/I |
| Ability to assess potential sites from a sales expertise perspective – linking the target market to the product, price and mix | X |  | AF/I |
| Ability to identify customers’ needs and link these with our products and services | X |  | AF/I |
| Have a thorough understanding of relevant legislation and regulatory guidelines in respect of the Sales and Leasehold Service. | X |  | AF/I |
| Knowledge of local and national housing markets and trends to link to strategies | X |  | AF/I |
| Use of computer packages and interrogating IT Systems and software in respect of new home sales and leasehold management to support successful delivery |  | X | AF/I |
| Knowledge of management agreements and agents, home buy agents and/or managing re-sales |  | X | AF/I |
| Experience in Budget and risk management | X |  | AF/I |
| Knowledge of RICS Code of Practice, including lease covenants, insurance, valuation, methodology etc. |  | X | AF/I |
| Knowledge of collaborations/ joint venture funding agreements and associated lending covenants |  | X | AF/I |
| A strong customer focused background with the ability to identify customer’s needs and link these with our products and services | X |  | AF/I |
| Negotiation and creating and managing partner relationships | X |  | AF/I |
| The ability to produce clear, well-structured reports to senior leaders and Board | X |  | AF/I |
| Personal characteristics | | | |
| Strong organisational, time management, negotiation and communication skills | X |  | AF/I |
| Highly customer focused approach | X |  | AF/I |
| Driven to achieve results | X |  | AF/I |
| Commitment to proactively delivering continuous improvement of a quality service | X |  | AF/I |
| Ability to adapt well to evolving business and sector needs / changes | X |  | AF/I |
| Other | | | |
| Need to be able to travel independently as required to fulfil the role | X |  | AF/I |
| Flexible in approach to hours and locations worked | X |  | AF/I |

AF = Application form

I = Interview

T = Testing