

HOME GROUP LIMITED
JOB DESCRIPTION

1	JOB DETAILS	
	Job Title: Statutory Sales Executive	Date: June 2018
	Reports to: National Statutory Sales Manager	Ref: HOMEJD670

2	JOB PURPOSE Contributing towards the sales performance of the national resales programme and statutory sales initiatives and support the business in its plans to grow its offer of Home Ownership to all. Work independently and as part of the Statutory Sales Team to ensure that all sales income and related targets are achieved and where possible exceeded, provide a high quality customer focused experience for existing customers and promote all of our home ownership services to potential new customers.
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3	DIMENSIONS No line management or budgetary responsibility Assist in generating a gross income in excess of £13m per annum. Maintain accurate reporting of resales position; financial, statistical and progression at any given time.
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4	STRUCTURE CHART <pre>graph TD; A[Head of Asset (Newcastle)] --> B[National Statutory Sales Manager (London)]; B --> C[Lead Statutory Sales Executive (Newcastle)]; B --> D[Statutory Sales Executive (Newcastle)]; B --> E[Statutory Sales Executive (London)]; B --> F[Lead Statutory Sales Executive (London)]; C --> G[2 x Statutory Sales Assistant (Newcastle)]; D --> H[2 x Statutory Sales Assistant (London)]; E --> I[2 x Statutory Sales Assistant (London)]; F --> J[2 x Statutory Sales Assistant (London)];</pre>
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5	<p>KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED</p> <p>Proven experience of marketing and sales techniques, in a property resales environment</p> <p>Dealing with customer transactions; resales, staircasing and statutory sales from inception through to completion with internal services and external agents as and when appropriate.</p> <p>Ability to prioritise, think logically with good organisational skills, including digital file management</p> <p>Experience and understanding of working in a high performance customer service culture where service excellence is paramount.</p> <p>Able to pitch and match customers housing needs to the benefits of Home Groups Intermediate and statutory sales property market.</p> <p>An understanding of the housing market, marketing principles and sales processes, including the legal environment, the relevant housing acts including Scottish legislation and the ability to implement any changes to ensure that all statutory deadlines are met.</p> <p>An awareness and understanding of Homes England guidelines, Capital Funding Guide, Anti Money Laundering Act and General Data Protection Regulation Act and the need to keep up with legislative changes.</p> <p>Understanding and experience of the mortgage process, financial assessments and the retirement criteria of applicants (intermediate, outright and affordable home ownership schemes).</p> <p>Relevant experience in retirement property re sales, general resales and or shared ownership transactions desirable.</p> <p>Attention to detail for dealing with property plans and boundary responsibility for statutory sales.</p> <p>Excellent oral and written communication skills together with the ability to communicate well with a wide variety of customers and clients, internal and external stakeholders as well as solicitors and agencies.</p> <p>Create great sales copy and online content on for properties; statutory and resales in addition to our services and management offer.</p> <p>Be responsive and handle seller, buyer, surveyors and agent and conveyance queries, to assist in the customer journey and In order to achieve or exceed targets.</p> <p>Awareness and understanding of Consumer Protection Regulations Act.</p> <p>Able to work with digital marketing media. Excellent IT skills; in Microsoft Word, Excel, publisher, Oracle and an aptitude to learn.</p> <p>Contribute towards the preparation & distribution of marketing materials to ensure a suitable number of prospective purchasers and to minimise the sale period, this includes administration of web based advertising (Rightmove/Zoopla, EAC, Share to buy, Help to Buy Agents and Home Group websites)</p> <p>Compile and disseminate the appropriate sales pack, legal information and leasehold packs as required.</p> <p>Knowledge and understanding of legal documents and the ability to read and check documents prior to sales of properties</p> <p>Willingness to travel and work flexible hours when necessary.</p>
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6	<p>KEY RESULT AREAS</p> <p>Accountable and driven to succeed in achieving or exceeding targets i.e. Sales proceeds in excess of £13m per annum</p> <p>Keep accurate databases and records of statutory sales and resale transactions to support the production of monthly and annual statistical information.</p> <p>Ensure all sales activity meets with regulatory requirements and best practice.</p> <p>Submission of invoices relating to sales and marketing and void expenditure,</p> <p>Assess and approve applicants' ability to purchase properties in accordance with the agreed procedure and regulatory requirements.</p> <p>Accountable sales progression activities to ensure properties are sold in accordance with regulatory requirements, SLA's and targets.</p> <p>Effective preparation and or sign off of marketing material to attract purchasers and minimise sale periods; this includes administration of web based advertising.</p> <p>To compile and disseminate leasehold management packs, statutory sales and resales pack.</p> <p>Contribute towards the development of market research and marketing and deliver the elements relevant to each sale; intermediate, resales, staircasing and statutory sales campaigns.</p> <p>Keep accurate databases and records of statutory sales and resale transactions to support the production of monthly and annual statistical information.</p> <p>Attend and support event management on open days, launches and sector specific meetings and events.</p>
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7	<p>COMMUNICATIONS AND WORKING RELATIONSHIPS</p> <p><u>Internal</u></p> <ul style="list-style-type: none"> • Legal Services – In relation to conveyancing process • Leasehold Retirement Managers, Scheme Managers and Statutory Sales and Resales Team in relation to sales performance, customers, marketing and achieving audit standards • New Build Sales Team • Leasehold Team (north and south) • Development Teams • Insurance Team • Asset Management • All local office staff • Maintenance • Support functions; Finance, Procurement, Communications Team <p><u>External</u></p> <ul style="list-style-type: none"> • All tenants, leaseholders and customers • Adjoining owners / tenants • Solicitors, valuers, chartered surveyors, structural surveyors • Estate agents • Independent Financial Advisers and lenders • Local authorities • Rightmove, Zoopla and Share to Buy • Other registered providers • Help to Buy Agents • Land Registry and other external agencies
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8	<p>SCOPE FOR IMPACT</p> <p>Optimise capital sales proceeds and commissions received by Home Group in line with targets and business objectives.</p> <p>Work within set procedures and the legislative and regulatory requirements of a Registered Provider on Right to Buy, Right to Acquire, outright and shared ownership resales and staircasing, Discount for sale. Over 55 schemes and other rent to buy products.</p> <p>Marketing - create engaging copy that captures relevant audiences by producing on and off line sales and promotional particulars.</p> <p>Represent Home in a professional manner with customers, colleagues and external agencies.</p> <p>Assess and administer requests for remortgages, transfer of ownership and other requests e.g. (Joint to sole, sole to joint etc).</p> <p>Customer centric role; to inform, advise and reassure all stakeholders in a professional and courteous manner ensuring a high level of customer satisfaction.</p> <p>Prepare correspondence for customers, solicitors, mortgage advisors, lenders, chartered surveyors etc. and produce any relevant documents required within the relevant transactions.</p>
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9	<p>CORPORATE RESPONSIBILITIES</p> <p>Take responsibility for your own health, safety and welfare, ensuring compliance with the Group's Health and Safety Policy, procedures and safe systems of work, in a safe working environment.</p> <p>At all times, be an ambassador for the organisation and in promoting Home Group's Statutory Sales services and offer Home Ownership to all</p> <p>To undertake all reasonable training activity designed to support you in your role.</p> <p>To promote equality and diversity as an integral aspect of working at Home and lead by example</p> <p>To undertake any further duties as requested by your Line Manager commensurate with the level of your post.</p>
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10	JOB DESCRIPTION AGREEMENT	
	Job Holders Signature:	Date:
	Managers Signature:	Date: