

HOME GROUP
JOB DESCRIPTION

1. JOB DETAILS

Job Title: Lead Statutory Sales Executive

Date: June 2018

Reports to: National Statutory Sales Manager

Ref: HOMEJD669

2. JOB PURPOSE

Maximise 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.

Ensure the business plan sales targets across all tenures and services are achieved and where possible exceeded, provide a high quality customer focused experience for existing customers and promote our home ownership services to potential new customers. Support the Statutory Sales Assistants within the region to achieve success, by adopting a coaching approach.

3. DIMENSIONS

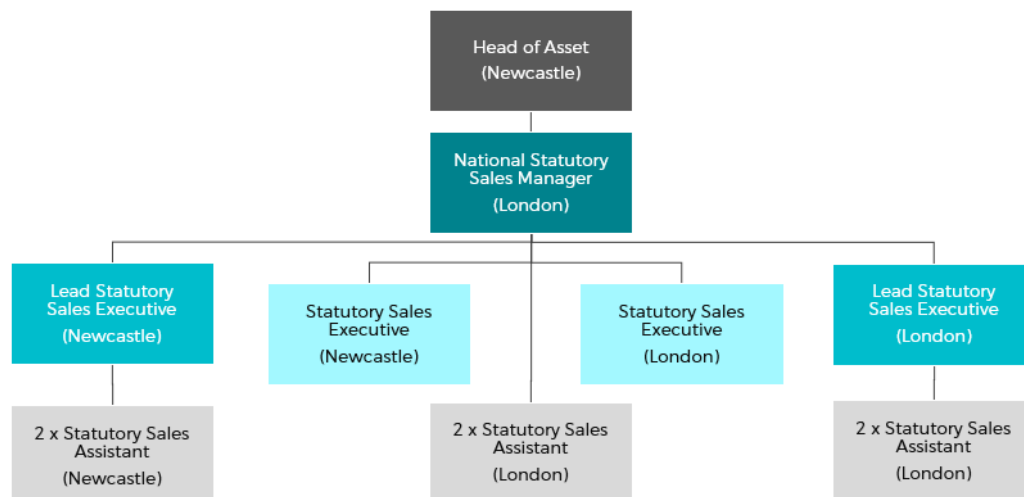
Leadership and coaching of the Statutory Sales Assistants in order to meet objectives and targets.

Work to/within the appropriate sales and marketing strategy, processes and budgets (as directed by the National Statutory Sales Manager) maximising the effect and value of the expenditure.

Regularly reporting to the National Statutory Sales Manager all relevant matters pertaining to each sale; intermediate, outright re-sales, marketing initiatives and sales progression.

Keeping financial and statistical records of all disposals in line with Home Group's procedures.

4. ORGANISATIONAL CHART



5. KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

Manage, coach and motivate the Statutory Sales team and Scheme Managers ensuring that sales targets (income and customer service) are achieved.

Proven experience of marketing and sales techniques, in a property re-sales environment (preferred)

Excellent written and oral communications

Ability to prioritise, think logically with good organisational skills

Excellent knowledge of Microsoft Office; Word, Excel, publisher

Experience and understanding of working in a high performance customer service culture

Proven ability to be flexible and adapt to changing workload and priorities.

Experience of managing a large and varied workload, meeting performance targets and deadlines.

Experience and understanding of the legal framework of home buying and managing escalated conveyance queries.

Experience of managing an excellent of customer service throughout the statutory and or re-sale process.

Experience of Intermediate, outright and affordable home ownership initiatives, marketing and conveyance.

Knowledge and understanding of legal contracts and the ability to read and check contracts/ documents prior to disposal of properties

Understanding of the mortgage process and financial assessment of applicants (intermediate and affordable home ownership schemes)

Able to pitch and provide marketing and sector insight for new business.

Understanding of the housing market, marketing principles and sales processes, including the legal environment, insurance requirements and service and estate charges

Awareness and understanding of the Capital Funding Guide, Consumer Protection Regulation Act, Anti Money Laundering Act and General Data Protection Regulation Act.

Able to maintain the statutory and resales elements of Home Group's website and contribute to its development

Ability to work as team player and respond to customer requests in a timely, responsive and professional manner

6. KEY RESULT AREAS

Monitor and administer statutory sales and re-sales in line with customer needs and company-wide goals for growth to maximise income and customer satisfaction, whilst ensuring the regulatory requirements are not breached.

Proactively manage sales opportunities and ensure customers receive regular feedback on the progress of their sale.

Ensuring our customers are able financially to maintain their monthly housing and other costs (equity schemes etc.) and are suitable (including of 'independent living' status etc.) for the properties available

Oversee the production of great copy for statutory and re-sales activities and our services and management offer.

Keeping accurate records on Statutory sales and re-sales and liaise with other team members to co-ordinate monthly KPI reports – to ensure that re-sales are within budget and timescales

Ensure that sales activity operates efficiently within allocated resources and meet regulatory requirements.

Support the development of a digital subscriber / mailing list in line with GDPR Act 2018

Oversee the accuracy and maintenance of sales collateral / information on properties / schemes.

Identify and contribute towards areas in need of marketing, to raise awareness of Home Group's 'Home ownership for all' strategy.

Assist in the development of customer journeys, the design and preparation of the sales and marketing strategies, along with all marketing materials and advertising campaigns.

Update databases and records following statutory sales and re-sales, to enable Finance and management to carry out their respective functions

Support the national re-sales programme and statutory sales initiatives targets are met or exceeded.

7. COMMUNICATIONS AND WORKING RELATIONSHIPS

Internal

- Leasehold Retirement Managers
- Scheme Managers
- Finance – to track income and expenditure on schemes
- Asset
- Legal
- Leasehold Team (north and south)
- Regen team
- Insurance
- Operations
- Communications Team

External

- All tenants, customers and leaseholders
- Adjoining owners / tenants.
- External solicitors with regard to the sale of the properties, checking contracts and ensuring the process runs as smoothly and quickly as possible
- Owners with regard to cost attributed to selling - collection of building funds etc.
- Surveyors/Estate Agents – for location information for market research and market trends on new schemes and timely valuations
- Help to Buy Agents
- Local Authorities
- Other registered providers
- Rightmove, Zoopla and Share to Buy
- Independent Financial advisers and lenders

8. SCOPE FOR IMPACT

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 stair-casing, Discount for sale. Over 55 schemes and rent to buy products.

Maximise capital sales proceeds and commissions received by Home Group in line with business objectives.

Represent Home in a professional manner with customers, colleagues and external

agencies.

Marketing – produce great copy and utilise the Communications Team by producing marketing literature and adverts and take advantage of websites and social media advertising generally.

Effectively coach and guide remote and internal man-management resources and utilise IS services to complete key tasks.

Demonstrate leadership and effectively manage the team to ensure that all customers and stakeholders are informed and advised in a professional and courteous manner ensuring a high level of customer satisfaction.

Willingness to travel and work flexible hours when necessary

9. CORPORATE RESPONSIBILITIES

To take responsibility for the health, safety and welfare of yourself and through your acts and/or omissions do not affect your colleagues. Actively follow the Group's Health and Safety Policy, Procedures and Safe Systems of Work. This includes following instructions and undertaking training to ensure compliance.

To undertake all reasonable training activity designed to support you in your role.

At all times, be an ambassador for the organisation and in promoting Home Group's Statutory Sales services and offer of Home Ownership to all.

To note, understand and comply with Home Group's Equal Opportunities Policy.

To undertake any further duties as requested by your Line Manager commensurate with the level of your post.

10. JOB DESCRIPTION AGREEMENT

Jobholder's signature	Date
Manager's signature	Date