

JOB DESCRIPTION:	Sales and Marketing Officer
RESPONSIBLE TO:	Head of Development and Sales
PURPOSE OF POST:	<p>To be responsible for ensuring that the Sales and Marketing service in relation to new homes is delivered in an effective and cost effective manner within specified budgets and approved programme.</p> <p>To ensure an excellent customer service is provided to customers involved in the sales, marketing and on going services of intermediate tenures, out right sales, right to acquire, right to buy, commercial leasing and the disposal of residual properties.</p> <p>To ensure the sales and marketing service is efficiently and effectively delivered in line with business plan expectations and that the service continuously improves to meet best practise and customer expectations.</p>
OTHER KEY RELATIONSHIPS:	To build effective relationships with a range of partners including key internal officers/teams, external customers, solicitors, and developers.

1. PERFORMANCE

- 1.1. To contribute to the Annual Operational Plans and monitoring and to report on performance.
- 1.2. To assist the Head of Development & Sales in the preparation of reports to Senior Management Team, Sub-Committees, Board and Resident Forum meetings as required [and attend where necessary].

2. POLICIES & PROCEDURES

- 2.1. To deal with all complaints, as referred via the Association's Complaints Policy and Procedure.
- 2.2. To act at all times in accordance with the Association's published policies and procedures
- 2.3. To ensure that the Association's Equal Opportunities, Diversity and Health and Safety Policies are complied with and promoted in carrying out the duties of the post.
- 2.4. To ensure that the requirements of the Data Protection Act are complied with in carrying out the duties of the post.
- 2.5. To ensure that Investor in People and Charter Mark standards are maintained and performance collated and reported to the Performance Manager.
- 2.6. To be aware of and contribute to the Association's Policies and Procedures for Risk Management.
- 2.7. To contribute to the Association's culture of achieving Best Value through raising standards of performance and improving efficiency

3. FINANCIAL MANAGEMENT

- 3.1. To manage and control any budgets assigned to you.
- 3.2. To process invoices in accordance with agreed procedures and timetable.
- 3.3. To achieve efficiencies through procurement initiatives working closely with partners and stakeholders.
- 3.4. To monitor both budgetary and service delivery performance against targets, in order to achieve high standards of delivery and resident satisfaction are achieved

4. KEY RESPONSIBILITIES

- 4.1. To act as the day to day lead for all new homes sales and marketing activity within Gateway Housing Association. To provide expert advice both within the Association and externally on all aspects of sales and the sales process.
- 4.2. To be responsible for the preparation and monitoring of the home ownership policies of the Association, including identifying housing trends and new legislation and making appropriate proposals to meet changing situations.
- 4.3. To be responsible for the programming and financial control of marketing home ownership activities, and to ensure the effective application of all appropriate procedures, including the preparation of marketing plans, strategies and budgets.
- 4.4. Work closely with the Development Team to ensure that all forecast programme targets in relation to new homes sales are met.
- 4.5. To be responsible for the delivery of the stair casing and resale activities to ensure the income generated further increases the existing Recycled Grant Fund /Disposal Proceeds Funds in accordance with annual targets.
- 4.6. To provide an effective administration of other forms of sales and overseeing the process for disposing of properties considered surplus to requirements.
- 4.7. To ensure that the commercial leases entered into for or on behalf of GHA are regularly monitored, updated and renewed as required by the lease terms.
- 4.8. Ensure the delivery of an excellent quality sales service against Key Performance Indicators, which are continually improved and meet the diverse needs of residents and stakeholders.
- 4.10 Co-ordinate the setting of the sales and marketing budgets and ensure that these are appropriately monitored against Key Performance Indicators.

5. NEW BUILD SCHEMES

- 5.1. To ensure that appropriate marketing plans are produced and presented to SMT/Board where appropriate.
- 5.2. In accordance with the production of marketing plans for sales schemes, the Sales & Marketing Manager will co-ordinate appropriate market research information e.g. acquiring comparable values, internet research, speaking to local competitors to obtain comparable prices.

- 5.3. Working in collaboration with the Communications Officer, co-ordinate all marketing campaigns, including launch events, PR, website updates, and appropriate press releases.
- 5.4. To co-ordinate the set up and management of show homes [where appropriate].
- 5.5. To ensure a customer focussed viewing service to customers for available schemes. This will include assistance with viewings at evenings and weekends.
- 5.6. To prepare sales strategies and ensure that all homes are sold on time and to budget. Ensure that services are continuously improved and meet the diverse needs of residents.
- 5.7. To prepare full marketing feasibility assessment reports and assists the Head of Development & Sales in the design and development of new schemes.
- 5.8. Ensure that all “offers” with regard to market sales are managed in accordance with the approved Sales and Marketing Strategy process.
- 5.9. Working with internal / external IT providers to keep under review new systems and to influence the internet strategy towards web based sales.
- 5.10. Develop and maintain sales cash flows to ensure that forecast sales targets are met.
- 5.11. To produce appropriate marketing materials for both outright sale and shared ownership to promote Gateway Living as a developer and assist with the marketing and promotion of individual Gateway Living developments.
- 5.12. Liaise with LBTH and Housing Options to ensure that sales are to agreed target priority groups.

6. NORTH RIVER ALLIANCE

- 6.1. When requested and when appropriate to do so, to lead on the provision of sales and marketing agency service, data returns and sales and marketing information to members of the North River Alliance

7. STATUTORY SCHEMES – Right To Acquire, Right To Buy, Social Home Buy

- 7.1. To ensure that all applications are processed in accordance with statutory guidelines and within our Policies & Procedures.

ASSIGNMENTS AND STAIR CASING

- 7.2. To ensure that assignments and stair casings are dealt with accurately and efficiently in accordance with agreed procedures.

8. GENERAL

- a. To promote the Association in a positive and professional manner.
- b. To carry out any other duties, as directed, commensurate with this post

The job description will be reviewed at regular intervals - August 2013

PERSON SPECIFICATION: Sales and Marketing Officer

Category	Requirements
Education & Qualifications	<ul style="list-style-type: none"> • Educated to A level standard • Obtained or working towards a recognised professional qualification would be desirable
Experience	<ul style="list-style-type: none"> • Social housing sector and in particular the marketing of low cost home ownership and private sale products • Working in a sales and marketing environment • Advising on development of new business opportunities • Working in a customer focused environment • Develop and manage effective partnership working within the Association and with other stakeholders, including relevant agencies to safeguard the delivery of completed sales units • Commission agents and manage their targets • Market intelligence of the East London property market
Knowledge and Skills	<ul style="list-style-type: none"> • Numerate • Computer Literate • Literate • Customer focussed • Excellent time management, able to work under pressure • Self motivated to achieve targets. • Excellent communication skills required orally and written • Excellent Administration skills • Effective working within teams and individually • Able to deal with customers in a positive and constructive way • Ability to represent the Association to external agencies including the courts • Ability to work in a challenging and diverse environment
Attributes	<ul style="list-style-type: none"> • Efficient and self motivated • Performance driven with initiative to assess complex situations and make decisions quickly and effectively and deliver excellent customer service • Personable and approachable • Respect for all with a commitment to equality and diversity • Calm under pressure • Able to use initiative • Discreet when dealing with confidential information • A positive 'can do' attitude • Ability to take ownership and empower others accordingly • Professional, friendly, honest and open approach • Able and willing to work evenings and weekends when required