



## Job Description

<b>Job Title:</b>	Sales Officer
<b>Grade:</b>	Grade 7
<b>Section:</b>	Development
<b>Reports to:</b>	Home Ownership Manager
<b>Responsible for:</b>	None

### The Job

Is to:

- assist the Sales Team to deliver excellent customer service and business performance in accordance with WDH Business Plan objectives;
- assist in the delivery of WDH Homes England sales programme to ensure delivery is on time and on budget;
- assist in the delivery of WDH Shared Ownership, Sales and Rent to Buy (RTB) programme; and
- ensure that the sales programme is implemented in accordance with the policies of WDH, in accordance with the Homes England regulations and Central Government legislation and is within the objectives of providing a comprehensive and efficient in-house sales service

### The Bigger Picture

You will:

- be involved at the early stages of each new development sales scheme, by providing a sales and marketing action plan for each scheme;
- advise and recommend strategies to ensure the properties are marketed and sold as soon after practical completion as possible using incentives, where appropriate for units to be sold off plan;
- take responsibility for new and existing sales within your caseload, to constantly strive for improvement to the sales customer journey to achieve targets and performance;
- ensure that sales are progressed in a timely manner in accordance with approved KPI
- ensure that show homes and view properties are available on each site to meet the customer need and to optimise sales and marketing of new homes;
- undertake duties which support the aims of the Home Ownership Manager in providing a comprehensive service to all WDH's sales customers, ensuring they have fair and equal access to all Sales services;
- assist in the maximisation of the benefit to WDH of all Newbuild Developments, and available Section 106 opportunities by ensuring that the tenure mix, size, design and positioning of units is optimised;

- ensure WDH customer pre completion inspection and handover procedures are followed to deliver a quality service to our customers;
- to ensure attendance at site meetings and during the 28 day handover process works closely with the Delivery Team to ensure successful smooth delivery of new homes to the sales team; and
- attend sales completions to ensure that there is a smooth handed over from the sales team to the Aftercare Team to enable an excellent post completion customer care service and that procedures are adhered to.

## The Day to Day

You will:

- where appropriate, participate in the provision of a show house, co-ordinating open days to optimise sales and marketing of new homes;
- engage with the relevant developer site and sale teams to enable the specific marketing for each site to be implemented as soon as possible;
- interview, assess and select applicants for the Shared Ownership, RTB and any other relevant schemes ensuring they meet the relevant criteria;
- assist in determining the appropriate level of specification and a range or package of purchaser's choices, for example, kitchen units and white goods, tiling, shower fittings;
- establish effective working relationships with employees of all levels within WDH and with extended professional business contacts;
- attend meetings to enable the Development Team to play a full and effective role in the corporate working of WDH in order that WDH's objectives can be achieved;
- monitor the Key Performance Indicators (KPIs), which relate to the sales and marketing process as directed which is consistent with the grade and status of this post;
- manage own caseload, with supervision on more complex cases;
- be available to work flexibly as required; and
- undertake any other duties commensurate with the overall purpose of the job and the grade.

## Personal Contacts:

**Internal:** All employees of WDH

**External:** Members of the legal profession and other professions, representatives of Government Departments and members of the public

## The Specifics

This section identifies the qualifications, skills and behaviours needed for an effective performance. Using these clarifies the personal qualities and workplace behaviours expected of the post. WDH principles reflect behaviour patterns which distinguish highly effective performance in a role. There are nine behavioural indicators which are split into three principles; Determination, Nous and Attitude and these are often referred to as DNA.

Personal Skill Characteristics	Essential (Tick)	Desirable (Tick)	Method of Assessment (Code list below)
<b>Qualifications and Training</b>			
A qualification at Level 3 of the Regulated Qualifications Framework, such as A levels, Award, Certificate or Diploma at level 3 or equivalent in a relevant subject area.	✓		AF / CQ

<b>Determination</b>			
Excellent organisation skills and ability to organise own workload and that of others.	✓		AF / I
Ability to record accurately and clearly information that is presented.	✓		AF / I
A commitment to providing high-quality sales and after care service.	✓		AF / I

<b>Nous</b>			
Experience within a marketing and sales environment, ideally in the housing sector.	✓		AF / I
Experience of or strong aptitude for developing a Marketing and Sales Strategy.	✓		AF / I
Ability to undertake a large caseload of property transactions.	✓		AF / I
ICT literate with the ability to use a wide range of PC applications, software packages and information systems.	✓		AF / I
Clear verbal and written communication skills.	✓		AF / I
Ability to draft / amend documents to adhere to current legislation with supervision.	✓		AF / I
Ability to manage and produce financial statements and cash flows.		✓	AF / I
Good presentation skills.		✓	AF / I
Familiarity with legal conveyancing and sales administration.		✓	AF / I
Good research and interpretation skills.		✓	AF / I

<b>Attitude</b>			
Ability to communicate effectively and establish productive relationships with a wide range of people.	✓		AF / I
To be a team player but also able to work on own initiative.	✓		AF / I

<b>Additional Requirements of the Role</b>			
A full, valid driving licence and have daily access to a vehicle to travel throughout throughout the extended area of operation to carry out a full range of duties commensurate with the job.	✓		AF / CQ
The post holder will be expected to work out of normal hours such as weekends and late evenings to meet the needs of the customers and potential buyers	✓		AF / I

**Key**

- AF - Application Form
- I - Interview (this may include a presentation and occupational test where appropriate)
- CQ - Certificate of Qualification