

Created	June 2015
Updated	February 2021



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Job Profile

Job Title: Senior Sales Officer
Reporting to: Sales & Marketing Manager

Management Responsibility:

- Sales Officer
- Administrator

Location: Locations within the Company's operational area

Job Purpose

The Senior Sales Officer is responsible to the Sales and Marketing Manager for the provision and delivery of legal site set up, marketing and to provide a high quality and comprehensive sales service for all property sales activities. This will include shared ownership; resales and stair casing; open market; right to buy; right to acquire and disposal of PCH property assets.

The Senior Sales Officer will support and line manage a sales officer and administrator within the sales team.

In particular, the post holder will deputise for the Sales and Marketing Manager in ensuring that:

- Sales targets are monitored with appropriate action taken to ensure sales are achieved within budget and programme, forecasting of income and expenditure on all sales.
- Attendance at management, committee and board meetings when necessary in times of absence.
- Ensuring that the sales team monthly cash-flow for sales income and expenditure is accurately forecasted for financial accounts.

Created	June 2015
Updated	February 2021

Main Duties and Responsibilities

New Homes

- To lead on market research to determine demand for new homes ownership initiatives.
- Work with Project Managers on the design, specification and location of properties for sale on new projects ensuring that they provide suitable products for intended client groups.
- To lead and participate with Project Team reviewing home ownership products and internal specification choices for schemes. To attend meetings on site to ensure properties are delivered to the expected quality and are suitable for sale.
- To lead on checking correctness of conveyancing plans, reporting inaccuracies to Project Team, agreeing final version for submission for Land Registry, attending site visits to establish assisting in the resolution of boundary disputes.
- Lead on providing effective, timely completion of the legal site set up including preparing new shared ownership leases and open market transfer legal agreements, including contracts for each new development, ensuring PCH covenants are reflected and instructing solicitors.
- To organise and prepare marketing strategies for new development and initiatives are devised in accordance with budgets and policies.
- Lead on preparing marketing packs for new build sales schemes liaising with contractors/developers and Project Managers.
- Organise your team ensuring marketing materials provided to buyers meet legislative requirements and best practice guidance. Supporting Sales Officer to understand the pack for selling homes off plan.
- Instructing internal and external design team to produce marketing material, like sales brochures and publicity material are commissioned and produced to achieve sales opportunities for sales schemes.
- Ensuring sales income is accurately forecasted and targets achieved reporting variances to the Sales and Marketing Manager.
- Provide pro-active professional sales services to buyers, carry out financial affordability and sustainability assessment in accordance with Homes England statutory requirements for shared ownership sales.
- To support and guide PCH residents through purchasing Right to Buy and Right to Acquire process. Ensuring applications are reviewed and

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Updated	February 2021

processed within statutory government and PCH procedures, policies and deadlines. Undertaking homes interviews and carrying out compliance checks.

- Undertake viewings with customers and support them through the customer journey for purchasing a home.
- Ensure when required that all legal documents are administered correctly within agreed timescales and that;
 - Contracts and leases are checked, signed and returned within agreed timescale
 - Memorandum of staircasing are carried out efficiently
- Liaise with financial advisors to support customers in obtaining a mortgage and liaising with solicitors to complete the sale process.
- Monitor the work of solicitors used and carry out regular reviews and report variances on key performance indicators to the Sales & Marketing Manager.
- Liaise with Local Authorities and other agencies on a regular basis in particular to S106 agreements where local connection criteria for buyers and consent is required.
- Contribute in reviews of PCH design and specification of future projects to ensure their suitability for sale to intended client groups.
- Undertake empty property checks and report defects to appropriate services to properties vacant.

Financial control and Risk management

- Ensure that income and expenditure is effectively recorded and monitored to control costs.
- Raise orders and approve order invoices to an agreed amount within approved budgets in accordance with PCH Financial Regulations processes.
- Carry out regular file audits.
- Contribute to the business planning and to the annual budget processes in respect of the marketing and sales of all home ownership initiatives.
- Lead your staff and participate in the review of all applicants on their eligibility to purchasing a home, reporting any suspected anti-money laundering and tenancy fraud and liaising with appropriate teams as necessary.

Created	June 2015
Updated	February 2021

- Consider and follow the Plymouth Community Homes Risk Management processes when participating in service planning and delivery.

Line Management

- Line manage your staff, supporting through 1:1's, training, mentoring and other developmental approaches, acting as a role model of expected standards of professional, customer-focussed conduct.
- Allocating work, setting sales targets, regularly reviewing performance and reporting on progress as agreed in the PCH business plan.
- Conducting one to one meetings, appraisal and the identification and development training needs for the staff. Ensuring employees are recruited, trained, managed, appraised and developed in accordance with Plymouth Community Home's policies.
- Review and approve sales offers for RTB/RTA and Shared Ownership Sales as 1st signatory approval.

General

- Responsible for appointing and liaising with internal and external valuers and District Valuer as necessary to achieve the open market values.
- Responsible for ensuring compliance with Homes England and PCH audit and financial requirements including the compliance with the eligibility criteria and affordability checks. Ensure all key audit documents are safely and correctly stored
- Maintain an up to date knowledge of legislative, financial and policy issues in respect of all homes ownership products.
- Contribute to service reviews and the continuous development of services, following Value for Money principles.
- Adhere to and promote the Plymouth Community Homes policies and procedures, with special attention being given to the Equality and Diversity and Health and Safety Policies. In particular to use any equipment in accordance with the instructions and any training provided and wear personal protective clothing and safety equipment as directed.
- Represent the team at internal and external meetings and events (as appropriate) and create close working relationships with Local Authorities, Financial Advisors, Estate Agents, Solicitors and the Homes and Communities Agency and Government Agents Help to Buy, to ensure effective marketing of schemes.
- Carry out presentations to promote all initiatives to Local Authorities and other external agencies.

Created	June 2015
Updated	February 2021

- Assist in events to promote sales, including show homes, HTB and community engagement.

No job description can be entirely comprehensive and the job holder will be expected to carry out such duties as may be required from time to time consistent with the status and responsibilities of the role within the organisation.

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Created	June 2015
Updated	February 2021

Plymouth Community Homes
PERSON SPECIFICATION
(Senior Sales Officer)

	Essential	Desirable
Experience	<p>Demonstrable experience and knowledge in legal, financial, marketing and sales of residential properties including conveyancing, mortgages.</p> <p>Demonstrable experience of selling shared ownership, Right to buy and Right to acquire procedures.</p> <p>Significant experience in dealing with customers purchasing a home Experience of managing a budget and accurately forecasting</p> <p>Experience in managing and motivating staff in high pressure setting.</p> <p>Experience interpreting new homes plans including: conveyancing, floor and elevation plans from architects.</p> <p>Experience of delivering results by working collaboratively.</p>	<p>Experience and knowledge of Homes England Help to buy equity loan</p>
Knowledge	<p>Demonstrable knowledge of Homes England polices and audit requirements for shared ownership and Right to Acquire and Right to Buy including legislation Housing Act 1985.</p> <p>Good understanding of the Property Misdescription Act 1991</p> <p>Detailed knowledge of shared ownership, right to buy and right to acquire procedures.</p> <p>Demonstrable knowledge of personal mortgages and home finance and affordability assessments.</p>	<p>Good understanding of the Property Ombudsman and Consumer Code for new homes.</p>

Created	June 2015
Updated	February 2021

<p>Skills / Abilities</p>	<p>Ability to manage both people and role well. Ability to motivate and lead. Excellent customer service skills.</p> <p>Excellent computer skills – ability to access and maintain computer information, using Word, Excel, MS Teams and Sales software applications</p> <p>Good communication skills, both verbal and written, including the ability to formally present to variety of audiences.</p> <p>Ability to liaise and negotiate with a range of people within and on behalf of the association e.g. prospective purchasers, solicitors, local authorities, IFA.</p> <p>Ability to lead and work well in a team, to lead on work and to influence others.</p> <p>Good numeracy skills – ability to work accurately and quickly to meet tight deadlines.</p> <p>Good organisational skills – ability to plan, set standards and goals, and measure performance of self and others.</p> <p>Ability to take decisions and responsibility on the delivery of marketing and sales targets and work with minimum direct supervision.</p> <p>Carry out presentations to promote all initiatives to Local Authorities and other external agencies.</p>	
<p>Qualifications</p>	<p>Educated to A Level standard or equivalent.</p> <p>Certificate or equivalent in property sales or willingness to work towards (some of which will be in the post-holder's own time) with demonstrable experience of house selling or equivalent.</p>	<p>Degree in Sales and Marketing or equivalent.</p>

Created	June 2015
Updated	February 2021

	Full driving licence.	
Physical Requirements	<p>Ability to move around development site and private homes.</p> <p>Flexible working in line with maximising customer access that will include weekends and the willingness to work on occasion outside normal office hours.</p> <p>Access to own transport.</p>	

Note: PCH is committed to providing access, aids, adaptations and alternatives wherever possible and reasonable to enable disabled people to fulfil the criteria for, and undertake the duties, of its jobs.

GENERAL RESPONSIBILITIES

1. Confidentiality

The post holder must maintain confidentiality of information about staff and residents and Plymouth Community Homes (hereinafter referred to as PCH) business and be aware of current Data Protection legislation

2. Standards of Business Conduct

PCH expect all employees to maintain the highest standards of personal and business conduct at all times. The handbook sets out the PCH expectations under sections: Code of Conduct and Declaration of Interests, copies are available from the Human Resources Department at Plumer House.

3. Health & Safety

The post holder should be aware of the responsibility placed on employees under the Health & Safety at Work Act (1974) to ensure that the agreed safety procedures are carried out to maintain a safe environment.

4. Equality & Diversity

PCH is opposed to direct and indirect discrimination and aims to promote equal opportunities. Any employee of PCH is required to treat all colleagues, customers, stakeholders and partners equally, regardless of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation.

Created	June 2015
Updated	February 2021

All employees must abide by these principles and comply with PCH policies and strategies in support of these principles which may be issued from time to time by PCH.

5. Training and Development

To attend appropriate training courses and supervision meetings as required.

6. Communication

To attend staff and team meetings.

7. Risk Management

Consider and follow the PCH Risk Management processes when participating in service planning and delivery.

PURPOSE OF A JOB DESCRIPTION

This is a description of the job as it is presently constituted. Job descriptions are reviewed and updated when considered necessary to reflect any changes to the job being done and to incorporate changes. Employees will be consulted on any changes in their job description in a meeting with their line manager. If agreement is not possible PCH reserves the right to insist on changes by adding to, taking away or substituting duties; provided that in doing so we do not change the fundamental nature of the post.

Created	June 2015
Updated	February 2021

PCH Competency Framework

	Competency	The PCH Colleague
Leadership	Supporting employee growth	Keen to learn more about their role and the organisation and to build and acquire new skills and knowledge. Actively takes part in training opportunities they attend or take up.
	Interpersonal style and integrity	Has an enthusiastic and positive “can do “ attitude. Takes pride in doing a good job and contributing to PCH success and tenant satisfaction. Has good working relationships with colleagues and managers. Acknowledges the contribution made by others.
	Setting and monitoring direction	Understands the job and the performance standards required. Thinks about what they are doing and takes action to correct or improve their performance. Is eager to learn new skills and do new things, checks and asks for help at the right time.
Driving Business Performance	Quality and Standards	Understands what high quality customer service looks like and constantly aims to deliver this. Thinks about how they can improve their contribution. Works accurately.
	Strategic Focus	Understands the key components of the business plan and makes a connection between this and the work they do. Recognises how their role fits into the “big picture”
	Understanding our business	Understands the role of the social housing sector and how it operates. Understands how their job fits into the business and that doing a good job themselves makes it stronger.
	Planning and organising	Can organise their work effectively on day to day basis and can plan and manage their time to deliver agreed targets.
	Problem solving/ decision making	Thinks about how things are done and how to improve. Open to new ways of working. Suggests areas for change that may help us provide a better service or be more efficient.
	Managing change	Accepts that change is a function of continuous improvement. Is comfortable with change and looks to use it as an opportunity to improve performance and the service we give.
	Communications and influence	Listens to managers and colleagues. Shares information to the right people at the right time. Aims to ensure key messages are delivered in a clear and timely way. Sees communication as a 2 way process.
	Managing finance, resources and risk	Understands the impact of their work and the choices they make on our costs. Tries to give value for money to the company and customer
Part of the Team	Digital Literacy	Takes ownership and responsibility for good customer service. Has good working relationships with customers, courteous and helpful, follows the Mary Guber principles. Manages customer expectations and keeps promises made. Sees things from a customer perspective and learns and improves from customer feedback.
	Team working	Plays an active part in making their team successful. Puts team above self. Carries out their role effectively and supports colleagues. Contributes actively to team meetings and activities.
	Partnerships	Understands that a successful Social Landlord needs social partners to make things happen and cooperates with them when necessary and appropriate
	One organisation	Embraces the values and beliefs of PCH and demonstrates them in their day to day performance of the role. Good ambassador for PCH and tells others good things about us.
	Diversity, community and society	Understands that we are all different and might need a different approach or some consideration to achieve the same goals.

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