

ROLE PROFILE



Creating opportunities. Transforming communities. Changing lives

Role Title	Department	Reports to
Commercial Manager	Growth	Head of Development

Role purpose

To lead on the successful letting, sales and management of PRS and homeownership tenures including shared ownership and rent to buy.

Key responsibilities and accountabilities

- Coordinate all homeownership sales and PRS lettings, managing and directing external agents, ensuring all targets are met including sales and lettings targets and customer satisfaction
- Ensure with the Communications and Marketing team that marketing material and strategies appeal to target markets
- Ensure excellent customer service is maintained throughout the sales and lettings process and establish customer focussed pre and after sales procedures
- Establish, maintain and monitor internal procedures for shared ownership and rent to buy, ensuring these meet internal and HCA product and administration requirements
- Lead on mapping and delivering the customer journey for rent to buy as a new product ensuring the framework is established to offer an accessible pathway to homeownership for customers
- Define appropriate financial support services for commercial customers and work in partnership with internal colleagues to establish a suitable offer
- Develop with finance colleagues a cost centred management reporting for all PRS schemes and review monthly reports to ensure revenue viability is maintained for each scheme
- Manage a portfolio of shared ownership properties including staircasing processes
- Assist with the handover process for new schemes as necessary including updating and maintaining internal records and systems
- Assist with market research and input into design and specification of new schemes

People/Budget Management

Manage People?	No of Direct Reports	Total Team size	Direct control over budget	Budget responsible for
<input type="checkbox"/>	Choose an item.	7	<input checked="" type="checkbox"/>	£sales and lettings budgets on schemes

Key relationships

	CEOs	Directors	Heads of	Managers	Peers	External
Within own function	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Outside own function	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

Critical knowledge, skills and experience required (must have)

- Computer literate
- Demonstrable experience and understanding of shared ownership, affordable homeownership and/or PRS products

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- Experience of target driven sales and letting environment
- Financial appraisal and analytical skills
- Experience of leading and managing partners to meet delivery targets and objectives, in a customer orientated environment
- Able to operate strategically and collaboratively and can represent the Group in a range of internal and external forums
- Excellent communication skills and can easily engage, persuade and influence at all levels
- Comprehensive data analysis and research experience and the application of appropriate techniques to manage projects