



REDROW
JOB DESCRIPTION

- Job Title:** Divisional Sales Director
- Reports to:** Divisional Managing /Regional Director
- Accountable to:** Divisional Managing /Regional Director
- Job Purpose:** To be the Head of Sales and to manage the respective Homes Division's Sales function, from pre-development to hand over; and to ensure targets are met in terms of sales efficiency, profitability and highest levels of customer satisfaction. Ensure all Sales areas portray a professional, corporate image at all times.
- Responsible for:**
- Staff:** Area Sales Manager
Sales Consultants (through Area Sales Manager)
Sales Administrator/Sales Co-ordinator
Sales Secretary
- Budgets:** Sales Prelims for all Sites
Sales Consultants' Commission Targets
Sales Income budgets on all sites
Showhome set up and running
Advertising
- Scope:** The Sales Department in a Homes Division is responsible for marketing and advertising the company's developments locally, ensuring at all times that a professional, corporate image is projected which promotes the Redrow brand. The key objective is to achieve sales at the appropriate rates/prices as agreed with the Divisional Managing/Regional Director and Head of Sales.
- The Department is also responsible for managing all sales leads generated to their respective Division by Group Marketing activity, and closely monitoring conversion rates.
- The job holder works closely with the Head of Build to ensure company standards are maintained and target legal completions are achieved.
- The opening days for sales on site are determined by the Head of Sales and the job holder is required to demonstrate reasonable flexibility with regards to days worked. It is expected the job holder will work at weekends when required to do so.

Key Responsibilities:

1. Management of the Business

- Work effectively as part of the senior management team and take a “whole company” perspective to managing issues.
- The post holder is required to actively promote best practice throughout the company as per their wider responsibilities for the management of the division; including the general running of the division, setting budgets, minimising risks, maximising opportunities, achieving the division’s targets; and seeking to positively influence the progression and growth of the division.

2. Management of the Department

- Responsible for effectively managing the division’s Sales function to ensure best practices are followed, costs are controlled, the Department maximises revenue generation and contribution to the division’s operating profit and increases the value added to the company.
- Custodian of Company Property Misdescriptions Act procedures

3. Pre-development

- Ensure individual site sales rates and prices are run at maximum efficiency and profitability.
- Manage the Division’s advertising expenditure.
- Support the Division’s land acquisitions, with market research on all prospective sites and ensure a balanced, saleable and profitable mix and site layout, consistent with the market report.
- Keep up to date with competitors’ activities and initiatives and customer trends.
- Create marketing strategies for all sites in consultation with appointed agencies and local management.

4. Commencement of Development

- In conjunction with the Divisional Managing/Regional Director, manage the Division’s plot releases so as to maximise efficiency and profit.
- Manage the Division’s public relations.
- Ensure presentation of the Division’s image through sales office, show homes and marketing sites is maintained to the necessary standard. Brief Designers on the requirements for new Show Homes.
- Liaise with and monitor the performance of the Division’s Independent Financial Advisors.

5. Customer Service

- In liaison with Build colleagues, ensure plots are completed, cleaned and finished to an acceptable standard prior to handing over to the customer and that proper customer service is provided after handover
Monitor and respond to customer feedback throughout the buying and aftersales process.

6. Staff

- Ensure the right calibre of staff are recruited in accordance with company policy and procedures.
- Lead, motivate, communicate with, develop, appraise and performance manage staff to ensure they are fully motivated to achieve best performance to meet the company's needs.
- Ensure the department operates in accordance with Company policies and procedures.
- Comply with responsibilities as laid down in the Group's Health & Safety Policy in order to ensure a safe environment for sales department employees and for customers.

7. Meetings

- Prepare papers for inclusion in the Divisional Board pack, present current issues at Board Meetings and be involved in discussing and influencing all aspects of the business
- Attend weekly Build and Sales meeting and keep the management team fully informed of sales issues and progress.
- Attend sales conferences/workshops at the training centre quarterly.

Working Relationships:

Effective working relationships are an essential part of daily working life.

The focus in this role is both:-

Internal: All colleagues within the Division and relevant Group functions;
and

External: Purchasers and their external parties, Independent Financial Advisers, Advertising and PR Agencies, Estate Agents, Suppliers.

Decision Making Authority:

Net sale price, within budget

Advertising expenditure, within budget

Sales prelims, within budget

Showhouse presentation. Marketing suite and sales areas.

Part exchange

Mastermove

These are illustrative duties and the post holder will be expected to become involved in a range of work to enable the department to respond effectively to the requirements of the Company and its customers.