**Job Profile Information: New Homes Sales & Marketing Coordinator**

**This supplementary information for New Homes Sales & Marketing Coordinator is for guidance and must be used in conjunction with the Job Capsule for Job Level 4 – Zone 2**

**It is for use during recruitment, setting objectives as part of the performance management process and other people management purposes. It does not form part of an employee’s contract of employment.**

**Role Purpose:**

The London Borough of Camden is delivering an ambitious programme of new residential development and regeneration. Part of a 15 year plan to invest money in schools, homes and community facilities, the programme of mixed-tenure residential development on Council land is well advanced with over 2000 units with planning consent, and a number of key projects under construction. In total over 3000 homes are planned, including 1650 private residential homes that will be sold to fund inward investment.

The New Homes Sales & Marketing Coordinator will work closely and support the Head of Sales (New Homes) to ensure all sales performance meets required targets.

Working closely with our internal teams and externally appointed agents, the role will co-ordinate the sales process complies with the key requirements of the Sales and Marketing Strategy for each scheme, ensuring timely production of all information required for conveyancing, maintaining effective administration systems that will ensure timely completion of transactions.

The New Homes Sales & Marketing Coordinator will work with Development Managers to ensure appropriate layout, finishes and specifications are chosen for the new homes, in accordance with what the market dictates to sell homes as quickly as possible.

**Example outcomes or objectives that this role will deliver:**

**Sales & Marketing;**

* Providing operational and motivational support with our Sales and Programme Assistant and Digital Marketing Assistant with reviewing and approving all sales and marketing material and overseeing the updating of all reports for sales
* Liaising with Development to ensure sales and marketing assessment are provided to support the wider team and having input into the product mix, design, specification and also provide development colleagues with invaluable advice and guidance with regards to the sales potential and GDV’s of new schemes in the pipeline
* Providing performance and update reports for senior management and various board meetings
* Oversee and monitor closely the maintenance of a sales database; tracking all sales from reservation to completion and ensure this is kept up to date on a daily basis with the assistance of the Sales & Programme Assistant
* Work closely with Leaseholder Services colleagues to assist and provide essential input in the preparation of service charge estimates for

legal packs and liaise with internal and external legal teams at least six months prior to practical completion

* Oversee and coach Sales and Programme Assistant with on-going legal enquiries with current transactions in a timely manner.
* To maintain and partnership with a sales agent, as well as other agents in the industry, mortgage brokers, surveyors and solicitors
* Manage and maintain the sales and marketing budgets of all live and forthcoming schemes and ensure that the budgets are not exceeded and that the allocation of budget to each element is realistic and sufficient for the duration of the sales period with development manager
* To facilitate and oversee the new Camden Collection website supervising the Digital Marketing Assistant with changes to the new website and other property portals
* To monitor and assess what competitors are achieving in the market and report on the sales forecasts for each scheme and to be pro-active and quick to respond to market changes and the needs for new campaigns to achieve the sales rates required
* Manage and oversee the approval and receipting of all invoices in to the sales and marketing team by the Sales & Programme Assistant
* Build and maintain monthly reports for the After Care Team on exchange and completion dates to ensure smooth handover.
* Support the delivery of sales and marketing plans for each project that support the overarching sales and marketing strategy for the CIP Programme
* Ensuring marketing campaigns comply with all legal, governance and policy requirements
* Compile reports on marketing activity for projects and across the CIP programme in conjunction with estate agent.

**People Management Responsibilities:**

A Sales & Programme Assistant to support day to day sales transactions

A Digital Marketing Assistant to oversee and update the Camden Collection and ensure all our properties are updated for sale and market rent.

**Relationships:**

The post holder will undertake an important role in a high profile service and will be directly involved in discussions with senior managers, building contractors, property consultants/agents, public bodies, landowners and their agents, with resident and community organisations and with Council Members.

The post holder will work with teams, establishing and maintaining strategic relationships both internal and external to the Council. These relationships will involve the resolution of contentious matters that will require persuasion and negotiation with contacts. The outcomes of these discussions may have implications for the achievement of business objectives.

Key contacts will include:

* Reporting to Head of Sales and other Senior Development Managers and officers across directorates
* Council Members
* Members of the public
* Contractors
* Consultants

**Work Environment:**

The post holder will be required to work in an agile way in line with Camden’s move to a paperless and flexible work environment. The post holder will work in a pressurised environment and must be adaptable to fast changing priorities and to meet tight deadlines. The role is office based but with significant building site visits and meetings with agents at development sites; the post-holder will be required to work to conducting regular inspections of buildings sites/premises.

**Technical Knowledge and Experience:**

Previous experience working in a New Homes Sales environment is essential;

* Advanced negotiation skills e.g. ability to negotiate the best outcome for the Council in complex new homes transactions
* Advanced customer care skills e.g. ability to ensure the Council delivers excellent service to new home buyers
* Advanced knowledge of the technical interior specifications, finishes and fit out requirements for residential buildings
* Ability to deliver excellent customer service to council customers and stakeholders e.g. in dealing with homes buyers
* Understanding of legal procedures involved in property sales and the process from reservation to completion
* Understanding of financial procedures, recording of data, data protection and dealing with legal documentation
* Experience of liaising with solicitors, estate agents with the ability to negotiate
* Strong computer skills and experience of using a variety of IT packages including Excel
* Strong planning and organisational skills
* Able to produce and present data accurately with attention to detail
* Able to work individually and as part of a team.

**Camden Way Five Ways of Working**

*In order to continue delivering for the people of Camden in the face of ever increasing financial pressure, we need to transform the way we do things. We call this the Camden Way. The Camden Way is a key part of our transformation strategy often referred to as the transformation triangle which links the Camden Plan, the Camden Way and the Financial Strategy together.*

The Camden Way illustrates the approach that should underpin everything we do through five ways of working:

•Deliver for the people of Camden

•Work as one team

•Take pride in getting it right

•Find better ways

•Take personal responsibility

For further information on the Camden Way please visit:

<http://www.togetherwearecamden.com/pages/discover-jobs-and-careers-in-camden/working-for-camden/>

**Chart Structure**