

# Head of Sales & Aftercare

- Development Directorate -

## Job Description

Our  
Vision

We provide  
excellent  
services to  
customers

and build  
new homes  
to help more  
people.

We make  
sure our homes  
are safe and  
sustainable

and strive to do  
more by making  
the most of our  
resources.

## About Paradigm Housing Group

Paradigm Housing Group is one of the South East's leading housing providers. We manage approximately 17,000 homes across 30 different local authorities.

At Paradigm, we work hard and strive for excellence. In return we offer a great place to work and an attractive range of benefits, including a Health Cash Plan, bonus potential, competitive pension options and 30 days holiday plus 3 days closure at Christmas.

We welcome applications from all sections of the communities we work in.

### Our values

#### Safer Together

The safety of our customers, colleagues and ourselves is a priority in everything we do.

- Putting safety first •

#### Driving Improvement

We seek to do things better and deliver value to our customers.

- Commercial and financial awareness • Change and innovation • Delivery focus •

#### Being Clear

We will communicate in a clear and consistent manner so that our customers, colleagues and stakeholders understand the high standards that we work to.

- Managing information • Communication • Planning and organisation •

#### Acting thoughtfully

We make ourselves aware of our customers' and colleagues' circumstances and consider this thoughtfully and respectfully when taking action so that they know we care.

- Involvement and inclusion • Customer focus • Integrity and respect •

#### Working As One

We work collaboratively with others and also take personal responsibility for delivering outcomes for our customers, colleagues and stakeholders.

- Team work and collaboration • Developing self and others •

## PARADIGM HOUSING GROUP LIMITED JOB DESCRIPTION

- POST:** Head of Sales & Aftercare
- RESPONSIBLE TO:** Executive Director: Development & Sales
- DIRECT REPORTS:** Sales:  
Resident Sales Manager (x1)  
Sales Progressors (x2)  
Senior New Build Sales Officers (x2)  
New Build Sales Officer (x1)  
Aftercare:  
Senior Aftercare Manager (x1)  
Defect Officers (x3)  
Development Support Assistants (x2 part time)
- REGULAR CONTACTS:** Customers (existing and potential); Housebuilders / Contractors; Local Authorities; Consultants (e.g. Estate Agents, Solicitors, Valuers and Employer's Agents); and internal colleagues (e.g. within Development; Finance and Customer directorates).
- JOB PURPOSE:** With a clear Corporate focus on improving customer service and satisfaction, to lead the Development Directorate's engagement with current and potential customers.
- For Sales, this means leading and managing all aspects of the Sales and Marketing function for new and existing property disposals, seeking to maximise sales in line with Corporate objectives. For Aftercare, this means representing Customers (rented and sales) principally from Practical Completion to End of Defect sign-off.

### KEY ACCOUNTABILITIES:

For Sales, this includes:

- Delivering proactive and targeted Marketing and Sales strategies that maximise required sales rates and values, minimising levels of unsold stock;
- Ensuring that user-friendly written documentation is produced and clear communication happens for and with customers;
- Providing accurate performance reports together with strategic, evidence-based market overviews and advice in relation to the wider housing market;
- Providing strong knowledge and leadership in the areas of intermediate housing markets, low-cost home ownership products and selling homes for outright sale, together with secondary transactions including staircasing and resales. This will include anticipating and responding to changes from Government legislation; Homes England funding requirements and potential local authority requirements; and
- Overseeing the effective procurement and management of estate agents, valuers, solicitors and other services, maximising value for money and excellent services.

For Aftercare, this includes:

- Advising New Business colleagues with regard to establishing clear roles and responsibilities for the Defect Liability Period;
- During construction, to provide high-level monitoring of issues that may impact quality homes i.e. anticipating / minimising / mitigating potential issues for Customers ahead of Practical Completion;
- From Handover, being involved in familiarisation / briefings for Customers and colleagues, including reviewing existing practices associated with the “settling in” for all new home customers (rental or sales) as well as establishing the Defect Management process / protocols; and
- Managing the workload associated with defects management, complaints and proactive customer care for the Development Directorate.

For all aspects:

- Managing the Sales and Aftercare teams, such that they are highly performing and engaged – clear ambassadors for the Business when engaging with customers, contractors, consultants and colleagues.
- Establishing and managing appropriate systems and processes for reporting and communications (e.g. CRM), linked to Corporate data management systems; and
- Regular engagement with a range of supporting roles within Development, as well as colleagues in the Customer Directorate and potentially Property teams.

### LEVEL OF AUTHORITY

- To take responsibility for all aspects of the smooth operation of the Sales and Aftercare teams.
- Contribute to setting and then delivering strategic targets, goals and budgets for the Sales and Aftercare teams.
- Manage the gathering, monitoring, analysing and reporting of key Management Information associated with the Sales and Aftercare teams.
- Work within the Development Directorate’s Leadership Team, liaising as necessary with the Executive Board and relevant Committees.

### REQUIRED OUTCOMES OF THE POST

- Act as a champion for the delivery of good quality homes and excellent customer service within the Development Directorate and the wider organisation.
- Ensure all budgeted sales targets are at least met, seeking to maximise sales income and minimise sales periods.
- Thought-leadership associated with the operation of the intermediate housing market, low-cost home ownership products and selling homes for outright sale, together with secondary transactions including staircasing and resales.

- Improved Customer Engagement for any touchpoint within the Development Directorate, including: working with colleagues to drive down the number of Defects; improving the speed / efficiency for resolving Defects; and maintaining overall Customer Satisfaction with the Quality of New Homes above the target of 85%.
- Understood contractual liabilities & opportunities e.g. consider maximising chance of cost recovery (where possible / appropriate) for defect resolution; or clear strategies for appropriate engaging with consultants (e.g. when to use Estate Agents).
- Clear processes documented with a drive for continuous improvement, to enable the efficient and robust gathering, analysis & reporting of data.
- Developing and maintaining effective working relationships with internal and external contacts.

### PERSON SPECIFICATION

- Extensive experience of sales, marketing and customer engagement associated with residential property Sales and Aftercare, particularly associated with intermediate housing, low-cost home ownership products and staircasing and resales.
- Clear evidence of building and leading Sales and Aftercare teams, that are focused on delivering results, but mindful of Corporate objectives and parameters.
- Ability to make strategic decisions relating to all aspects of Sales and Aftercare, coupled with applied risk management skills – particularly focussed on improving customer care and satisfaction.
- Ability to generate innovative and creative concepts to enhance the performance of the Sales & Aftercare teams, enabling targets to be met and exceeded.
- Strong commercial acumen with an ability to interpret legal and financial information, and to clearly convey this to both colleagues and customers.
- A deep understanding of social housing development, sales, housing management and development viability, with a good understanding of cross functional activities (e.g. finance, HR, Legal, Housing).
- An in-depth understanding and experience in operating CRM and Housing Management systems, as well as project management systems and processes (e.g. SDS Proval and Sequel).
- Ability to build highly effective, valued relationships with peers and senior colleagues.
- Experience in constructively challenging working standards and processes to encourage continuous improvement within defined decision-making processes.
- Strong communication and influencing skills with an ability to manage, coach and develop individuals.
- Demonstrable verbal, written, IT and numeric literacy.
- Full UK driving licence and access to a vehicle to be used during working hours.