

# Job Description

<b>Job title</b>	Sales and Marketing Director
<b>Profession</b>	Sales & Marketing
<b>Band</b>	B
<b>Directorate</b>	CIDO (Investment and Development)
<b>Accountable to</b>	Chief Investment and Development Officer

## Job Purpose:

The role will lead the strategic development and operational delivery of sales and marketing across Sovereign Network Group (SNG), ensuring alignment with the investment strategy and acting as the guardian of the brand. Execute the sales and marketing plan, drive continuous improvement in the customer sales journey, and work collaboratively with regional teams to set and achieve ambitious sales targets in both units and revenue.

This role will be the senior-level champion for all SNG's new build customers, ensuring that we deliver excellent customer service to all our new customers regardless of tenure. Optimise stock management, mitigate sales risks, and manage the programme of new build sales and build completions. Acting as a centre of excellence, the role will provide expert support in marketing, sales enquiries, service standards, compliance and progression through to completion across all sales tenures, while embedding strong customer advocacy and enhancing the overall customer experience.

A significant priority of the role is to lead on the disposal of void assets, staircasing, and resales activity, optimising capital release and supporting long-term balance sheet strength. Additionally, the role will deliver market intelligence and analysis to inform product development and strategic decisions, ensuring alertness and responsiveness to market conditions and successful achievement of business objectives.

The role will provide strategic leadership for the aftercare of all new developments (all tenures) by embedding standardised procedures and processes that drive efficiency, effectiveness and improve customer outcomes throughout the patent and latent defect period. Oversight and opinion on Joint Venture partnerships with specific focus on sales rates, revenue, marketing strategies and long-term financial success of individual projects.

**Financial responsibility:** circa £100million per annum (Disposal Income); £25million per annum (Resales and Staircasing); £3million per annum (Marketing Budget)

**People responsibility:** 5 Direct reports and circa 60-65 indirect reports

## Autonomy:

Significant high level of autonomy to decide how the team operates, resources are deployed and how work gets done, within the parameters of SNG's overarching values, policies, and controls, and within broad direction from the Chief Investment and Development Officer. Lead the delivery of the sales and marketing strategy and the strategic asset management (SAM) disposal strategy to support business plan targets, while driving strong customer advocacy and satisfaction.

## Key Accountabilities:

### Customer Focus

- Lead the development and improvement of the customer journey from initial enquiry to exchange, completion and aftercare, ensuring teams meet high defined standards and driving outstanding customer advocacy.
- Promote and drive excellent customer service throughout the entire new build journey, regardless of tenure.
- Accountable for resales, facilitating and supporting the transactions, ensuring the customer experience remains consistent with SNGs standards and promoting customer advocacy.
- Maintain a live view of the residential property market and its trends to inform SNG's pricing strategy, building in ambition and flexibility in approach.
- Maintain a live view of the residential property market and its trends to inform SNG's business plan, and regional pricing strategies, building in ambition and flexibility in approach.
- Lead the growth of SNGs brand within the residential market, taking an influential role in the development of the sales products. Lead on the research and implementation of new product development to meet customer demand and market changes.
- Accountable for the “aftercare” for all new developments embedding standardised procedures and processes that drive efficiency and effectiveness and improved customer outcomes through patent and latent defect periods.

### Corporate responsibilities

- Set the sales and marketing strategy across SNG, defining the policies and procedures that need to be followed to support the strategy, and stay ahead of current and future legislation.
- Lead the delivery of the sales and marketing programme for SNG across all sales tenure types. Provide oversight and challenge through regular forecasting and Build Sales reviews, embedding a regular cadence of scrutiny across regions to provide assurance to the Chief Investment and Development Officer and SNG governance.
- Accountable for all staircasing transactions across the shared ownership portfolio, driving the percentage (%) of customer ownership up within agreed targets. Develop strategies to support higher transaction levels and customer advocacy.
- Accountable for the strategic asset management (SAM) disposal of historic individual assets, determining the appropriate route to market, ensuring best commercial value to achieve the business plan disposal targets whilst maintaining social value targets.
- Responsible for the Customer facing “right to buy” and “right to acquire” sales journey, ensuring the customer experience remains consistent with SNG’s standards and promoting good customer advocacy.
- Lead the group central sales progression functions which support all sales transactions across all tenures, working with the regions to achieve the sales completion in line with the business plan targets.
- Ensure compliance with legislation, strategy outcome and business expectations. Ensure team members are responsible for maintaining high standards, accurate and quality data in our customer data sources.
- Identify and develop long-term external relationships with sales agents, lending institutions, new homes quality board, consultants and other external stakeholders. Develop a procurement framework of preferred suppliers, where appropriate.

### Leadership

- Manage the Sales and Marketing team with a focus on articulating a clear vision, providing direction, and fostering a culture of accountability, high performance, and continuous improvement.
- Proactively contribute to SNG's goal to be a great place to work by implementing initiatives that enhance employee engagement. Promote equality, diversity, and inclusion efforts to ensure an inclusive and supportive work environment.
- Ensure comprehensive oversight of all systems, processes, policies, and resources to ensure that the Sales and Marketing team provide professional, reliable, and responsive services to the business.
- Provide guidance to the wider organisation by proactively participating as a collegiate, visible, and effective member of both the senior leadership team and SNG's Senior Leadership Group (SLG).
- Contribute to designing and executing the Corporate Plan and strategic objectives within it. Collaborate with senior leaders, mobilise team resources, and contribute to shaping the strategic direction of SNG.
- Provide guidance and support for professional development, performance management, and career progression of team members.
- Establish and develop strong and collaborative working relationships with the Regional Managing Directors (RMD's), Localities, Specialist Housing, Property Services and Finance directorates to ensure that all new development fits the current needs of the business.
- Play an active part in the development and delivery of the investment strategy and business plan through proactive participation in the CIDO leadership group.

### General

- Role model SNG's values and leadership behaviours, fostering an environment of trust, transparency, inclusion, and employee wellbeing.
- Proactively promote the Everyone Safe and Well vision and principles, guiding by example to create a positive environment where health, safety and wellbeing are integral values for all colleagues.
- Undertake any other duties as may reasonably be required in line with the level of responsibility of the post and to meet the changing needs of the organisation.

### **Knowledge and Skills:**

#### Essential

- Demonstrable record of partnership working, influencing and persuading.
- Experience of learning from a range of roles within the housing or related sector.
- Comprehensive understanding of commercial practices relevant to delivering new development.
- Financially literate, with the ability to interpret development funding models.
- Experience of working with senior executives.
- Proven ability to demonstrate confident leadership and guide strategic direction.
- Ability to work tactically to translate strategy into action and to use experience to reshape strategy.
- Strong ability to develop and promote ideas.
- Able to network; adept and intuitive at managing a range of external relationships.

- Demonstrates gravitas and strong influencing skills. Highly effective communicator with excellent personal presentation and written skills.
- Demonstrates good judgement and works with tact and diplomacy.
- Able to work with flexibility and agility.

#### Desirable

- Strong project development skills.
- Ability to work work in a matrix management structure.
- Ability to lead and to follow, as appropriate.

*This is an overview of the job and will be periodically reviewed and updated to ensure that the job description fully reflects the responsibilities required of the post holder.*

<b>Version</b>	<b>Job code</b>	<b>Author</b>	<b>Date created/modified</b>	<b>Effective date</b>
1.0	1127	Alexia Evans	14/05/2024	
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