

# POSITION DESCRIPTION

<b>Role title</b>	Residential Sales Lead	<b>Last reviewed</b>	May 2023
<b>Division</b>	Sales and Corporate Affairs	<b>Business Unit</b>	Sales and Marketing
<b>Reports to</b>	Director, Sales and Marketing	<b>Classification</b>	ASO8
<b>Direct reports</b>	Two		

## Role Overview

The Residential Sales Lead is responsible for leading and managing the development, delivery and evaluation of residential sales strategies of Renewal SA's significant residential project portfolio.

The position is responsible for managing and overseeing responsive and effective sales initiatives to ensure project sales targets are met in addition to the identification, analysis and resolution of complex sales issues, risks, challenges and opportunities.

## Key Relationships

- Reports to the Director, Sales and Marketing and works collaboratively across the organisation including project delivery teams.
- Liaises with a range of internal and external key stakeholders including government, industry, consultants, developers, service providers and community stakeholders.
- Maintains effective relationships with Renewal SA's leadership group members, project teams and wider Renewal SA staff.

## Key Accountabilities

### Leading and Managing People

- Provides positive leadership and direction to the residential sales team, fostering a dynamic culture, ensuring team members understand their roles and facilitating the achievement of sales deliverables.
- Monitors, supports and manages the team's performance, ensuring the delivery of quality services while motivating, informing, and upskilling staff to achieve objectives.
- Supports and adheres to behaviour and communication that reinforces and drives the Renewal SA culture.

### Sales Management

- Provides expert advice to develop and manage sales strategies, including land releases and residential sales, in collaboration with the relevant project lead.
- Develops and executes strategic sales plans to achieve targets and expand Renewal SA's portfolio.
- Achieve monthly and overall sales budgets and forecasts to ensure delivery of Renewal SA's Strategic Plan and the State Government's residential housing commitments.
- Manage and evaluate the performance of sales agencies against agreed targets and objectives, mitigating any risks to service delivery.
- Manage project sales agencies to ensure enquiry conversions are maximised and cancellations minimized.
- Manage project sales agencies to ensure a high level of customer service excellence is achieved.

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- Manage project sales through to settlement to ensure project revenue targets are achieved.
- Working with the marketing teams, effectively communicate Renewal SA's value proposition to maximise sales.
- Build and strengthen relationships with key stakeholders, including senior and mid-management levels within Renewal SA.
- Ensure Renewal SA provides (including through external sales agents), exceptional client relationship management from initial enquiry, deposit and settlement to achieve commercial outcomes.
- Monitor and analyse sales team feedback, customer needs, and competitor activity to identify new sales opportunities, inform land releases and product design and develop strategies to capitalise on opportunities.
- Collaborate with marketing teams to ensure that sales goals are aligned with business objectives and that resources are allocated effectively to support sales initiatives.
- Prepare and present sales forecasts, budgets, and performance reports to senior management and other stakeholders as required.
- Ensure sales teams adhere to all company policies and procedures, including cultural values and behaviours, ethical and legal standards.
- Work closely and support colleagues on cross-portfolio opportunities and other internal teams on corporate initiatives.

## Market Analysis and Strategy

- Maintain sales volume, product mix and selling price by keeping current with changing trends, economic indicators and competitors.
- Oversees the completion of relevant market research, intelligence and benchmarking as required.
- Support new projects with market intelligence to inform sales, product development and marketing strategies.
- Ensure data insights drive sales and marketing strategy to mitigate cost and risk, increase revenue, and improve the customer experience.
- Develop high-level sales related documents, proposals and reports.
- Deliver high-level and expert advice to influence and support the achievement of sales targets.

## Procurement and Compliance

- Manage procurement activities in line with government procurement processes, in addition to navigating and leading the tender process.
- Ensure all sales related activities comply with all relevant across-government protocols.
- Recruit, engage and manage sales resources (internal and external) to financial budget expectations.
- Ensure all sales procurement transactions comply with Renewal SA procurement guidelines.
- Ensure all Renewal SA policies and procedures are adopted and operated within.
- Adhere to Work, Health and Safety legislative frameworks and actively demonstrate a 'safety always' mindset.

## Qualifications and Technical Requirements

### Qualifications

- Real Estate Agent licence is highly desired.
- Previous experience in residential sales management.

### Technical Requirements

- Demonstrated ability to develop and deliver strategic sales projects within deadlines and budget.

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- ▶ High level skills in stakeholder engagement and management.
- ▶ Ability to manage external contractors and internal resources to ensure successful management of sales contracts and settlements.
- ▶ Ability to work effectively in a fast-paced and complex environment.
- ▶ Manage financial resources and report on sales forecasts.
- ▶ Comprehensive knowledge of working to a strategic plan and/or key performance indicators.
- ▶ Proficiency to manage financial budget expectations and ensure that procurement transactions comply with relevant procurement guidelines.
- ▶ Ability to comply, adopt and operate within relevant policies and procedures.
- ▶ Proven experience in the leadership of organisational sales strategies with project teams.
- ▶ Broad experience and proven capability in developing and delivering sales strategic plans.
- ▶ Proven ability to think strategically and drive tangible residential and commercial results through an innovative and data-driven approach.
- ▶ Experience with CRM is desirable.
- ▶ Strong communicator (written and verbal), collaborator and facilitator to bring out the best across internal teams, agencies and business partners.
- ▶ Superior organisational skills, including the ability to set priorities, meet tight deadlines and work effectively under pressure with high levels of accuracy and attention to detail.
- ▶ Proven experience developing and implementing sales strategies that underpin and reduce the risks associated with sales activities.

## Special Conditions

- ▶ Some out of hours work may be required.
- ▶ Inter/intrastate travel may be required.
- ▶ The incumbent is responsible and accountable for keeping accurate and complete records of their business activities in accordance with the State Records Act 1997.
- ▶ This role is a 'Position of Trust' pursuant to the standards required in the Australian Government Protective Security Policy Framework.
- ▶ A current satisfactory National Police Clearance is required and renewed as per Renewal SA's policy.

Delegate	Role occupant
<i>This position profile accurately outlines the expectations of the role.</i>	<i>I have read and understood the role and expectations of me.</i>
Name:	Name:
Title:	Signature:
Signature:	Date:
Date:	