

## Role Profile

<b>JOB TITLE:</b>	<b>Head of Sales and Marketing</b>		
<b>DEPARTMENT:</b>	<b>Crocus Homes Limited</b>	<b>REPORTING TO:</b>	<b>Managing Director</b>
<b>LOCATION:</b>	<b>Crocus Homes Limited</b>	<b>DIRECT REPORTS:</b>	<b>Sales Advisors (Site Based), Sales Coordinators (Office Based)</b>
<b>JOB PURPOSE</b>			
<ul style="list-style-type: none"> <li>Working independently to plan, organise, coordinate and control all sales and marketing related activities across our new build developments, ensuring that they are designed, marketed and sold in a professional and transparent way, whilst providing the very best customer journey with Crocus Homes.</li> </ul>			
<b>MAIN DUTIES AND RESPONSIBILITIES</b>			
<b>Principal Accountabilities:</b> <ul style="list-style-type: none"> <li>Appoint, manage, train and support Sales Advisers and Sales Coordinators in line with the Company's operations throughout the sales process to achieve sales targets and exemplary customer feedback.</li> <li>At all times promote the Crocus Homes brand and its reputation and to always act with integrity when handling any sales or marketing matters.</li> <li>Attend management meetings to provide oversight into the sales market, current performance and future projects for our developments. Provide the same for board meetings throughout the year and attend when required by the Managing Director.</li> <li>Manage all appointed Estate Agents and furnish them with all necessary material including brochures, pricing/availability details, marketing and advertising literature to allow them to succeed on behalf of the business.</li> <li>Meet required sales targets as set by the Board or ensure that everything is done to maximise sales across our developments.</li> <li>To progress reservations to the point of exchange of Contracts, liaising with Agents and Solicitors as necessary and solving any enquiries as may arise, with the wider Crocus team.</li> <li>To coordinate the fitting out of our Show Homes, sales events and all other marketing to showcase the Crocus brand.</li> </ul>			



**Crocus**  
Homes

- Manage Crocus Homes' New Homes Quality Board Registration and ensure the business always remains compliant.
- Manage Crocus Homes' Website Designers and our COINS system to ensure all sales information remains current and all platforms are kept up to date.
- Arrange for accompanied site visits for our customers throughout the journey of purchasing a home from Crocus Homes.
- Make decisions on our designs as well as specification (including selections) to ensure the site and commercial teams are provided with the necessary information to complete our developments.
- Work alongside other team members to ensure all affordable housing, partnerships via joint ventures etc are delivered for successfully.

This role is subject to a Basic Disclosure and Barring Service check

<b>PERSON SPECIFICATION</b> (essential and desirable)
<b>Education and Qualifications:</b> <ul style="list-style-type: none"> <li>Educated to degree level in Business Administration/Sales/Marketing or equivalent experience (E).</li> </ul>
<b>Experience:</b> <ul style="list-style-type: none"> <li>Demonstrable experience and understanding of the house building/construction industry is required (E).</li> <li>Track record of leading a sales and marketing function in a recognised field to which Crocus Homes operates within (E).</li> <li>Familiarity/experience with COINS (D).</li> </ul>
<b>Skills, Knowledge and Abilities:</b> <ul style="list-style-type: none"> <li>Excellent interpersonal and communication skills, with the ability to effectively communicate with a wide range of people.</li> <li>Ability to liaise with internal and external stakeholders.</li> <li>Ability to plan and programme visits and work around a site team.</li> <li>Ability to work independently as well as part of a team.</li> <li>Ability to lead, manage and motivate colleagues to receive the best outcomes for the Company.</li> <li>Good administration skills.</li> <li>Ability to work to deadlines in a fast-paced environment.</li> <li>Ability to work on own initiative, with excellent attention to detail.</li> <li>Proficient IT skills along with a good working knowledge of Microsoft Office (Word, Excel and Outlook)</li> <li>Committed to diversity and inclusion.</li> </ul>
<b>Personal Attributes:</b> <ul style="list-style-type: none"> <li>Full UK driving licence.</li> </ul>