

Position Description

Sales Manager

Summary

Position Title	Sales Manager
Location	Ginninderry Community and Information Centre
Position Type	Full Time (38hrs per week)
Hours of work	Between 8.30am and 5.00pm, Friday – Tuesday
Reports to (Manager)	Project Director
Reports to you	Sales Administrator & Housing Compliance Officer
Date Reviewed	April 2023

Ginninderry is a Joint Venture between Riverview Developments and the ACT Government's Suburban Land Agency with a vision of being a sustainable community of international significance in the Capital Region. Ultimately home to 11,500 homes and 30,000 people, Ginninderry is a 6-Star Green Star Community that sets out to create a new benchmark in liveability, providing diverse, affordable, and inclusive places to live, work and play, all while protecting and respecting the unique environment of the area.

This position is responsible for the oversight and management of the sales function for the Ginninderry Project ('the Project').

Core Values

Respect	<ul style="list-style-type: none"> Be Dedicated to Relationships - We respect all people, their ideas and cultures.
Integrity	<ul style="list-style-type: none"> Be True to Our Word - Integrity is non-negotiable. We are authentic in all our dealings. We leave a positive impact through our actions and behaviours.
Innovation	<ul style="list-style-type: none"> Be Challenging in our Approach - We strive to find the best solution. We think outside the box and dare to do things differently.
Collaboration	<ul style="list-style-type: none"> Be Powerful Together & Move Forward as One - We leverage collective genius and grow and learn from each other. We work together to achieve more through our unified culture and knowledge.
Lasting Impact	<ul style="list-style-type: none"> Leave Behind More than you Found - We are dedicated to making a difference not just for today but tomorrow. We aim to leave a positive legacy for the people who follow in our footsteps.

Qualifications & Experience

Qualifications	<ul style="list-style-type: none"> • CPP41419 – Certificate IV in Real Estate Practice or Certificate IV in Property Services (Real Estate) (CPP40307) • Class 1 Real Estate Licence
Experience	<ul style="list-style-type: none"> • 10+ years' experience in the sale of residential property • Experience selling master planned community developments is preferred

Skills & Capabilities

Technical	<ul style="list-style-type: none"> • An ability to work and effectively interact with a dynamic multi-disciplined team and capacity to accommodate and manage multi-disciplinary and stakeholder inputs. • Excellence in report writing and digital communication. • Highly developed interpersonal and negotiation skills. • Excellent organisational and time management skills. • Ability to work with minimal supervision. • Basic Microsoft Excel, Word, PowerPoint and Outlook skills. • Ability to maintain and operate CRM systems, with Salesforce or Propertybase experience preferred.
Behavioural	<ul style="list-style-type: none"> • Confidence in own ability together with flexibility in approach to differing situations. • An ability and desire to consider alternative and innovative approaches to delivery of outcomes. • Exceptional Customer Service and a willingness to take “the extra step” in regard to stakeholder service. • Adoption of highest level of ethical standards. • An ability to work under pressure and meet critical timeframes as required is essential. • Ability to considers the key business drivers of the Project and Riverview entities when making decisions and taking actions.

Stakeholders

Internal	<ul style="list-style-type: none"> • Project Director • Project Finance Director • Head of Community, Marketing & Communications • All other Project team members
External	<ul style="list-style-type: none"> • West Belconnen Joint Venture Board (JV Board) • Customers (Consumers, Builders and Investors) • Community Groups & Stakeholders

Responsibilities & Duties

Sales	<ul style="list-style-type: none"> • Provide strategic input into, and take responsibility to prepare, the annual Marketing and Sales Plan including setting annual release, exchange and settlement targets in conjunctions with the Project Director, Project Finance Director and Head of Community, Marketing & Communications. • Provide sales release recommendations to the Project Director including product mix, pricing and details relating to the proposed release process ensuring there is a supporting rationale for all recommendations. When required, present sales release recommendations to the JV Board. • Proactively seek out and follow up assigned sales leads. Actively monitor the progress of the conveyancing 'pipeline' and liaise with customers and the legal representation of all parties to facilitate the timely sale and/or settlement for assigned leads/sales contacts in line with business targets. • Prepare and implement strategies to minimise contract cancellations and settlement risk. • Obtain customer insights and provide reporting back to the business to assist with strategic planning. • Maintain high levels of competitor knowledge, regular site visits and reporting back insights to the business. • Daily management of sales operations and sales team members.
Customer Service	<ul style="list-style-type: none"> • Develop and maintain strong customer relationships (with a key focus on strategic builder relationships). • Handle enquiries in a way that leaves a comfortable relationship in place if a sale cannot be made in the short term. • Ensure response times and call backs are conducted per the requirements of the Realty Operations Manual. • Adhere to professional standards for personal presentation including wearing of sales uniform as per requirements of the Realty Operations Manual.
Administration	<ul style="list-style-type: none"> • Ensure sales processes and operations are undertaken in compliance with the Realty Operations Manual and Ginninderry Procedures Manual. • Maintain up to date records for 'individually' assigned sales leads/contacts in the client relationship database. • Prepare and execute contract documentation in a diligent and accurate manner, in line with the Project's Procedures Manual. • Weekly sales reporting including enquiry levels, sales leads follow-ups, status of sales and settlement pipelines, CRM records management etc. • Prepare monthly sales reporting for the JV Board and when required, present sales reporting to the JV Board. • Prepare Quarterly KPI bonus reporting and recommendations for all eligible sales team members (to be assessed and approved by the Project Director). • Ensure the Realty Operations Manual is maintained and relevant at all times for Realty Operations. Updates to the manual are to be agreed with the Project Director.

	<ul style="list-style-type: none"> • Manage QA review and signoff of all sales documentation prior to public release in conjunction with the Project Director and Head of Community, Marketing and Communications. • Tracking of and reporting against the KPI's defined in the Ginninderry Marketing and Sales Agreement. • Responsibility for and management of the Project vehicle assigned to the sales team, including ensuring it is at all times clean and in safe working order.
Marketing and Networking	<ul style="list-style-type: none"> • Support and be actively involved in promotional activity. • In consultation with the Head of Community, Marketing and Communications Manager, develop and implement local initiatives to generate new leads and public relations opportunities. • Build a strong referral network and maintain ongoing relationships with customers to promote word of mouth and referrals. • Maintain a strong focus on sales office and site presentation.
Team Approach	<ul style="list-style-type: none"> • Contribute to ideas regarding the sales and marketing aspects of the Project. • Attend all Project team meetings and functions. • Participate in a "team-based approach" with all other areas of the Project to achieve shared objectives. • Take a general interest in affairs of the Project. • Be involved proactively with community-initiated strategies and events.
Safety	<ul style="list-style-type: none"> • Proactively raise safety ideas or issues. • Maintain a safe workplace for customers and fellow Project team members. • Ensure all customers are informed of their obligations whilst on the construction site.
Financial Management	<ul style="list-style-type: none"> • Assist in the preparation of cash flow forecasts for budget lines connected with the sales business and subsequent monitoring/reporting of cash flow actuals against the forecasts. • Liaison with the Accounting Team regarding approval and processing of invoices against the budget lines connected with the sales business.