**Sales and Marketing Director**

We require an experienced Sales and Marketing housing professional who can motivate a dedicated sales management team, be able to manage the creation of our interior designs and who can mentor and motivate our people to deliver an excellent journey for our customers at each touch point they will experience.

You will have full responsibility for the Sales and Marketing function from land appraisal, marketing research, setting prices and the management of all reservations through to customers moving into their new homes. Maximising selling prices and creating value is a key objective whilst maintaining the challenging sales rate you will set all of your team.

**The Role:**

Land Acquisition

* Responsibility for all market research prior to land acquisition
* Agree the right product and specification for the target locational market
* Advice on the preferred mix of house types based on relevant market research within the geographical area
* Provide the timely production of the relevant market and local competitor analysis for all land purchase exercises, including the market overview summary

Marketing Plans

* Work to and influence the earliest opening of our development outlets, on time and to budget
* Oversee the preparation, approval and production of brochures with relevant marketing material
* Manage and take responsibility for all business branding, advertising including updating the website
* Agree the target customer profile then brief the production of show home interior design, in conjunction with the Sales Managers, innovating where required to establish company best practice and benchmark guidelines
* Maximisation of selling prices
* Manage the blank canvas so our customers can maximise their selection of customer options

Customer Service

* Deliver outstanding Customer Service in a customer centric way throughout all sales functions
* Review, discuss and take action to improve customer satisfaction at each stage of their journey
* Review, with your team all data in monthly customer satisfaction surveys on a development by development and overall business unit basis and take action as appropriate
* To create a Sales and Marketing department that has a positive customer centric culture, developing skills and attitude to deliver outstanding customer service to purchasers at each stage of their experience

Health, Safety and Environment

* Build on our culture of “safety first or not at all”
* Ensure that all sales department staff have and work in line with the appropriate Health & Safety training
* Ensure that all sales areas fully comply with Health & Safety procedures

Budgeting and Forecasting

* Establish and manage, on a development basis, a direct selling expense overhead budget for the year including monthly reviews of the DSE spend / performance
* Be an integral part of the management board to prepare annual budget projections for reservations and legal completions in line with the business unit timetable
* Establish and manage the selling prices on a plot by plot basis
* Establish fixed departmental overhead for the year
* On a regular basis produce a projection for legal completions to the year end in accordance with the build programme
* Ensure all sales release prices are realistic and are signed off by the Managing Director
* Manage the remuneration packages of the sales team and ensure they are compliant with the Taylor Wimpey Sales remuneration policy

Managing the Sales Function

* Ensure that Sales Managers and Sales Executives are motivated to achieve their reservation and completion budgets
* Monitor on a weekly basis actual performance against budget, projection and forecast. Then in conjunction with the Sales Managers identify reasons for variances and take action where appropriate
* Visit developments on a regular basis to ensure that teams are motivated, product quality stands out with both development and product presentation meeting or exceeding the company standards
* In conjunction with other Board members undertake monthly site visits
* Manage the completion of monthly ‘Sales Excellence’ reports
* Lead in the recruitment, induction, motivation, management and monitoring of the sales team – with assistance from the Sales Managers of your sales team
* Supervise and make sure that annual staff performance appraisals are carried out for all sales staff.
* Actively consider the training and development of sales staff to continually improve performance
* Ensure accurate and timely preparation of weekly and monthly management reports

**The Person:**

* A new homes marketing professional, who is organised and disciplined
* A team player with proven experience of managing and motivating teams of sales staff
* Someone who can demonstrate sales and marketing experience in the house building industry
* An ability to influence and control budgetary management
* Someone who can plan and influence strategic management for direction and change
* A Board level disciplined Director or an individual who is ready for that next step in their career

**If you are successful at interview and the Company considers making an offer of employment, you may be asked to give your consent to the following pre-employment check[s] being undertaken by our third party provider, Experian (or any other appropriate third party provider that the Company chooses to engage).**

The type of checks made will depend on the role in question but may include any or all of the following

Criminal records (DBS);

Credit reference

DVLA

The purpose of such checks will be to assess your suitability for the role. If it subsequently transpires that you have given incorrect, false or misleading information, your application will not be taken further.

**In order to be successful in this role you must be able to prove eligibility to work in the UK.**

The Company:

Taylor Wimpey is a FTSE 100 business and one of the largest residential developers in the UK, building new homes and communities across England, Scotland and Wales.

Our vision is to become the UK’s leading residential developer for creating value and delivering quality. We build over 10,000 homes each year, from one-bedroom apartments to six-bedroom houses all across the country.  
Our people are passionate about the house building industry and about our customers. Culturally, we pride ourselves in having a diverse work force with an opportunity to grow a career in a variety of environments.

We look to develop our people in the skills and areas they are most interested in, so if you are looking to join a thriving company going through an exciting period then please get in touch.

**Internal applicants – please advise your Line Manager if applying for this role.**