**Sales and Marketing Director**

At Taylor Wimpey we're all about providing quality to our customers, and amazing sales and service is at our core.

An exciting opportunity to join the Home Builder of choice has arisen. Working with the communities where we build and for the customers who aspire to purchase our homes.

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.

The successful candidate 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.

Working closely with the Managing Director, you will be the “keeper” of our brand and will ensure that the Sales and Marketing department operates in accordance within the Taylor Wimpey UK operating framework.

**The Role:**

* A senior member of the BU management team who will influence and challenge the strategic direction of the Business
* To take 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 and make a contribution to the land strategy where we want to be
* A person who will work to and influence the earliest opening of our development outlets, on time and to budget, whilst overseeing the preparation, approval and production of brochures with relevant marketing material to maximise our sales rates and selling prices
* You will be a brand champion who will manage and take responsibility for all business branding, advertising including our direct and indirect media
* You will be able to reach our target customer profile then brief the production of show home interior design, in conjunction with the Field Sales Manager, innovating where required to establish company best practice and benchmark guidelines
* A team member who will 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
* 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

**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

**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.