



JOB DESCRIPTION

Sales Analyst, Level 5

Position No:

Effective Date: June 2016

SECTION 1 - OFFICE IDENTIFICATION

DIVISION:	Project Delivery
DIRECTORATE:	Capital Transactions
SECTION:	N/A
LOCATION:	Perth
SALARIES AGREEMENT:	Public Service and Government Officers General Agreement 2014

SECTION 2 - REPORTING RELATIONSHIPS

Responsible to:	Director Sales	
Other officers reporting to Director Sales:	Project Sales Manager L7	
	Project Sales Manager L7	
	Sales Officer L3	

POSITIONS UNDER DIRECT SUPERVISION

Title:	Classification:	Number of FTE's supervised and controlled:
-		

SECTION 3 – ORGANISATIONAL CONTEXT

The Metropolitan Redevelopment Authority (MRA) primary function is to plan, undertake, promote and coordinate the development of land in redevelopment areas across the Perth metropolitan area.

With a strong, clear vision, innovative design and planning – and in partnership with government, communities and industry – we are building a sense of place, promoting economic wellbeing and social inclusion, connecting people and communities, and protecting and restoring our environment wherever possible.

The MRA Values are; **Listen, Lead, Innovate, and Communicate.**

SECTION 4 - ROLE

The purpose or prime function of the position is to:

Contributes to, and assists with, the coordination and analysis of the MRA's sales activities.



SECTION 5 - KEY RESULT AREAS AND DUTIES

Sales Research and Analysis

- Researches and provides current market information relating to market trends, changes in target markets and private investment entities
- Undertake analysis, reporting and initiate and execute appropriate recommendations in relation to land and property sales; business development opportunities; feasibility studies; business case development; project vision and sales programming; and financial targets
- Develop business case and market release methodology at conceptual, feasibility and final approval phases and oversee inputs from broad based technical specialists.
- Apply market research findings to shape the strategic marketing direction for sales projects
- Undertake cash flow modelling
- Manage the sales database and conduct prospect profiling
- Undertake investment attraction initiatives
- Assist the Director Sales with risk mitigation in contracts, project development agreements and conveyancing
- Assist the Director Sales with sales planning and sales programming
- Liaise with MRA marketing in preparing sales campaigns
- Manage the program of MRA land asset and building valuations; procure valuation services; brief and manage consultant valuers; and analyse, quality assure and question valuation methodology.

Sales Administration

- Draft Board and Ministerial reports, briefing notes, expression of interest documents, request for detailed proposal documents and executive papers
- Liaise with consultants and other business units to collate project information and reports
- Coordinate the sales forecasting and budgeting of sales revenue and selling expenses on MRA projects
- Other duties as required



SECTION 6 - SELECTION CRITERIA

Essential:

1. Considerable experience with research, financial, analytical and evaluation skills particularly in the property industry involving property and sales information.
2. Good understanding of the concepts behind property investment and development.
3. Strong interpersonal skills including proven relationship building capability and experience participating in multi-disciplinary teams.
4. Demonstrated initiative and organisational skills, including the ability to prioritise work with minimal guidance.
5. Strong writing skills with ability to develop Board and Ministerial reports, briefing notes, expression of interest documents, request for detailed proposal documents and executive papers.
6. Well-developed skills and working knowledge of computer packages including one of the following programs Excel, PowerPoint and Access.

Desirable

1. Experience with commercial property sales
2. Experience in evaluation of company profiles and detailed proposals relative to property development

SECTION 7 - CERTIFICATION

The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the job.

OCCUPANT

EXECUTIVE DIRECTOR

CHIEF EXECUTIVE

Date: _____

Date: _____

Date: _____