**Job Description Form**

**Manager Sales and Marketing**

**Position Details**

**Position Number:**  04004584

**Classification:**  Level 7

**Award / Agreement:**  PSA 1992 / PSGOCSAGA 2017

**Organisational Unit:** Commercial Operations / Business Development

**Location:** East Perth

**Classification Evaluation Date:** November 2018

**JDF Review Date:** November 2018

**Reporting Relationships**

**This position reports to:**

04004042, Manager Property Transactions, Level 8

**Positions Under Direct Supervision:**

This position has the following subordinates:

* 4 x Sales Coordinators L5
* Administration Officer L2

**About the Department**

The Department of Communities’ mandate is fundamentally about providing pathways to individual, family and community wellbeing. The Department’s direction centres on building safe, strong, secure and inclusive communities that empower individuals and families across Western Australia to lead fulfilling lives.

The Department’s functions and services include disability services; child protection and family support; social and affordable housing; youth justice; community initiatives and remote regional services reform.

The Department provides the opportunity to implement client centred services within a single outcome based framework across community services in Western Australia. This framework also provides for a specific focus on delivering integrated, place based services, recognising that community and individual needs vary significantly between metropolitan and regional communities.

The Department promotes diversity and embraces a high standard of equal opportunity, health and safety, and ethical practice. All employees are required to comply with relevant safety procedures/guidelines and equal opportunity principles at all times.

**Role Statement**

The Commercial Operations Division, as part of the Department of Communities, is responsible for leading the land, housing and built-form construction activities of the agency. It’s about more than building houses – it’s about creating vibrant and inclusive communities that meet the needs of all types of people and contribute to individual and community wellbeing.

Commercial Operation’s objectives are:

1. maintaining and delivering the dwellings and assets required to enable the Department of Communities to deliver its services;
2. delivering affordable and diverse land and built-form housing to support the efficient functioning of the Western Australian housing market; and
3. creating and recreating the diverse and inclusive communities.

This role manages the Sales and Marketing functions with the Property Transaction team, contributing, and providing support, in all aspects of sale and marketing of built form and land properties to Commercial Operation’s projects.

**Duties and Responsibilities**

## Shapes and manages strategy

* Prepare strategies in conjunction with the Strategic Communications team for the promotion of Sales across all sales programs.
* Implement efficiencies in Sales Transactions and Reporting System (S.T.A.R.S) to improve data consistency and accuracy.
* Manage in-house & external Project Marketing agent’s requirements on medium to large developments.
* Co-ordinates the preparation of the departments marketing and sales activities, including the Opening Doors program.
* Ensure appropriate product input into plans for development areas.
* Responsible for the review and implementation of related Directorate strategies that effect sales and marketing.

## Achieves results

* Authorises the awarding of contracts, properties, recommended prices and price changes to sales agents.
* Coordinates the preparation of projects budgets and reporting cash flow and cost expenditure.
* Assess feasibilities for each project and maintains accurate cost assumption information to be updated in feasibilities on a regular basis to ensure the correct cost assumptions are being used.
* Authorises and controls project related expenditures.
* Monitors, updates and reports on budget performance.
* Provide analysis, advice and report on residential sales trends.
* Lead the design and implementation of a panel contract for Real Estate agents and valuers with the inclusion of incentives, broad property management options and key performance indicators.
* Ensure that standards for properties for sale are agreed to across the Authority with clear responsibilities identified.
* Co-ordinate allocation of listings to agents via the approved transparent process.

## Builds productive relationships

* Provide the day to day supervision of staff, undertakes performance monitoring and staff development.
* Delegate and adjusts work distribution.
* Manage relationships with a panel of Real Estate agents to meet the requirements of the residential sales projects.
* Convey any sales related issues to other supporting departments i.e. Securities, Construction & Legal.
* Liaises with planning, local government, local community and servicing agencies.
* Liaises with relevant Department of Communities staff in Regions, on all Sales and Marketing matters.
* Negotiates conditions and cost sharing with local government, regional offices and private owners.
* Act as a contact for external agencies or other states on development policies and practices.

## Communicates and influences effectively

* Resolves complex residential sales matters in a timely manner.
* Reviews reports and briefing notes for Executive and Minister.
* Keeps informed of issues, trends and industry standards and practices in property development.
* Promotes a high standard of Equal Opportunity & Diversity, personal conduct, and Occupational Safety & Health in the workplace.

**Essential Work-Related Requirements (Selection Criteria)**

1. Proven ability to shape and manage strategy:

Focusses strategically and inspires a sense of purpose and direction.

1. Demonstrated experience in developing Sales and Marketing strategies that deliver agreed outcomes within specified timeframes and competing priorities:

Builds organisational skill and responsiveness, implements change and deals with uncertainty.

1. Proven ability to build productive relationships:

Facilitates cooperation and partnerships, values diversity and develops people.

1. Proven ability to communicate and influence effectively:

Clearly and concisely presents messages, structures written and oral communication to ensure clarity and negotiates persuasively.

**Essential Eligibility Requirements / Special Appointment Requirements**

Appointment is subject to a satisfactory National Police Clearance.