# Job description

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| **Job title** | Senior Sales Executive | | |
| **Job number** | | **Grade** | 7DS |
| **Directorate** | Development & Regeneraton | **Department** | Sales |
| **Reports to** | | **Date effective** | May 2026 |

| **Purpose** |
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| To proactively manage and convert sales enquiries across a portfolio of new build shared ownership, resales, staircasing and buy-back/right to buy transactions — delivering the full responsibilities of a Sales Executive while also providing senior-level support to the Sales Manager and wider team.<br><br>The Senior Sales Executive will act as a departmental specialist and deputy to the Sales Manager where required, leading by example in customer excellence, compliance and performance. They will also assist with reporting, complaints resolution, team coaching, and process improvement to ensure the department operates efficiently and consistently delivers against business targets and regulatory standards. |

| **Key responsibilities/ deliverables** |
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## Sales and Customer Service (core duties as per Sales Executive)

- Act as the first point of contact for all sales enquiries across new build shared ownership, resales, staircasing and right to buy properties.
- Proactively follow up leads to maximise conversion rates and achieve individual and team sales targets.
- Meet KPIs on a daily, weekly and monthly basis including sales targets, response times, lead generation, inbound/outbound call activity, conversion rates and customer satisfaction scores.
- Manage the process of assessing affordability alongside Financial Advisors and the priority allocation process alongside each Local Authority in line with Section 106 requirements.
- Manage and maintain a database of applicants from enquiry through to exchange and completion, ensuring accuracy of all CRM records.
- Ensure all paperwork and audit information is complete and compliant with group governance and audit requirements.
- Arrange and conduct property viewings, open days, and virtual tours, providing detailed knowledge of each development or property.
- Deliver exceptional customer service throughout the buyer journey, ensuring a positive experience from enquiry to completion.
- Work closely with Sales Coordinators/Progressors to ensure smooth transactions within target timescales.
- Liaise with solicitors, mortgage advisors, and purchasers to ensure all legal and financial requirements are met.
- Monitor pipeline performance and proactively resolve issues to maintain a high conversion rate.
- Prepare reservation forms, sales approvals and ensure all activity is compliant with policies, nomination requirements and legislation.
- Coordinate marketing of resale properties and manage offers to ensure best value and compliance.
- Support Right to Buy and Right to Acquire enquiries, process applications and attend tenant meetings.
- Contribute to team meetings, marketing feedback sessions and process improvement initiatives.
- Maintain all relevant policies and procedures including AML, Data Protection, New Homes Quality Code and Health & Safety compliance.
- Attend weekly and monthly team meetings as per the FABRICA meeting structure.

## Senior Responsibilities

### Leadership and Support

- Act as deputy to the Sales Manager in their absence or when delegated, supporting day-to-day coordination of team activity.
- Serve as the departmental specialist and go-to person for shared ownership, resales, staircasing and Right to Buy processes.
- Provide guidance, mentoring and informal coaching to other Sales Executives, helping to build capability, consistency and confidence across the team.
- Support the onboarding and training of new staff, sharing best practice and embedding the organisation's values.
- Lead by example in professionalism, communication and adherence to procedures.

### Performance and Reporting

- Assist the Sales Manager in preparing sales reports, forecasts and pipeline summaries.
- Analyse performance data and identify trends, risks and opportunities for improvement.
- Support tracking of team KPIs and contribute to management meetings with performance insights and recommendations.
- Assist with compiling management information and compliance reports as required.

### Customer Experience and Complaints

- Act as the departmental Complaints Champion, taking ownership of escalated or complex cases.
- Identify recurring themes or root causes and support process improvements to prevent reoccurrence.
- Ensure all customer interactions align with the organisation's standards of professionalism, empathy and transparency.

### Compliance and Quality Assurance

- Champion compliance with all relevant policies, procedures and legislation.
- Support internal and external audits, ensuring all documentation and CRM records are accurate and up to date.
- Assist with reviewing and improving departmental processes to enhance quality, efficiency and the customer journey.

### Team and Organisational Contribution

- Represent the Sales team at cross-departmental meetings, working groups or project initiatives.
- Contribute to the continuous improvement of sales operations, systems and reporting.

- Foster a positive, collaborative culture and act as an ambassador for the department both internally and externally.
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| **Line management** |
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| Direct reports*: None*<br><br>Indirect reports: *None* |

| **Key internal contacts** |
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| **Key external contacts** |
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| **Operating environment/dimensions** | |
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| Customer base: | |
| Job persona: | Site based/Hybrid/Mobile |
| Delegated authority limit: | £ |
| Budget: | |
| DBS level: | Basic/ Standard/ Enhanced |
| Contract management: | |
| KPIs: | |
| Mandatory training: | |

| **Qualifications and training** | **Essential (Y)** | **Desirable (Y)** |
|---|---|---|
| Educated to GCSE level or equivalent in Maths and English (Grades A*- C) | Y | |
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| Knowledge and skills | | |
|---|---|---|
| *Extensive understanding of shared ownership, resales, staircasing and Right to Buy/Acquire legislation and processes.*<br>*Proven track record of meeting and exceeding sales and KPI targets within the property sector.*<br>*Experience handling complex cases, customer complaints and sensitive communication effectively.*<br>*Skilled in using CRM systems and producing accurate, timely performance reports.*<br>*Excellent written, verbal and interpersonal communication skills.*<br>*Strong organisational and analytical ability with attention to detail.*<br>*Confident, proactive and commercially aware with the ability to prioritise in a fast-paced environment.*<br>• *Collaborative and supportive team player with a positive, solutions-focused approach* | | |
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| Behaviours for success |
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| **Influential**<br>• |
| **Engaging**<br>• |
| **Performance focused**<br>• |

This job description outlines the main responsibilities and requirements of the job. Colleagues are expected to comply with reasonable management requests to carry out additional or alternative duties.