

Head of Sales and Marketing

Reports to: Managing Director Flagship Housing Developments

The part I play at Flagship to help solve the housing crisis is:

To manage and deliver Flagship's Outright Sale and Low-Cost Home Ownership sales programmes and manage the effective Aftercare team. As a member of the Development senior management team, I lead a team of engaged, motivated professionals in developing and delivering clear strategies, ensuring effective responses to market changes and embedding a customer-first approach to all we do.

Customers are at the heart of our service, and so is the Flagship Homes brand. Ensuring I always deliver an outstanding customer service. I ensure that the whole Team puts this into practice through effective operational delivery of the sales and aftercare service, for all our customers, securing Flagship's position as a housing provider of choice. To enable clear understanding and improvement of performance, including spending money wisely, I manage the department's budget, embed continuous improvement methodology and utilise effective operational and financial measures and insight.

In my role, I work in partnership with internal and external stakeholders, including board committees, internal working groups, and strategic partners outside of Flagship, to ensure that all objectives are successfully delivered. My role is to develop the organisation's sales and marketing strategies and support the Managing Director of Flagship Housing Developments in delivering against the business plan and the wider Development team's strategy, priorities and initiatives.

My skills and experience include:

I have extensive expertise in the housing development industry, covering outright sale and low-cost ownership housing, with a focus on design, specification, and sales service.

My senior-level experience includes effective communication, negotiation, and clear messaging tailored to diverse audiences. In a dynamic commercial setting, I prioritise continuous improvement, adherence to procedures, and budget management. I'm proficient in IT and analytics, I excel in strategic problem-solving and decision-making, successfully managing complex operational issues and leading development teams.

I have a relevant professional qualification and/or degree and a full UK driving licence.

The skills I will develop include:

Corporate governance and risk management, including experience of internal and external audits. Board reporting and presentation skills. People management and a coaching approach to leadership.



Flagship Group Values:

