

Role Profile – The What, The Where, The How

POSITION	Head of Development & Sales		
TEAM	Development & Sales	LOCATION	Coastline House
VERSION	5	LAST UPDATED	March 2024

THE PURPOSE OF THIS ROLE IS TO

The Head of Development & Sales is responsible for the direction, management, leadership and effective performance of the Development & Sales Department. In particular, you will be leading the delivery of Coastlines new homes development programme to fulfil our aims of our Development Strategy and help us to achieve our ambition to solve the housing crisis in Cornwall.

Specific Accountabilities – The Brass Tacks

In the role, day to day, you'll be responsible for:

1. Leading on the identification and delivery against targets of new development opportunities across Cornwall and ensuring that they are appraised for development risks and financial viability.
2. Assisting the Director in the formulation and implementation of Coastline's Development Strategy along with other strategies, policies, procedures and plans.
3. Working closely with the sales and marketing manager to lead Coastline's sales and disposals activities, including open market, Shared Ownership, RTB, stock disposals and the Land Transformation Project.
4. Reviewing and, where appropriate, authorising contractual documentation for land, property, building contracts, shared ownership sales and disposals.
5. Ensuring that Housing and Technical colleagues have direct input into design, mix, tenure, programme and handovers etc.
6. Working closely with the Head of Innovation, Sustainability & Procurement, particularly in relation to tying together Coastline's Development & Environmental Strategy.
7. Deliver effective communication, liaison and consultation with customers, incorporating feedback into future developments and ensuring excellent customer satisfaction for new homes.
8. Project evaluation and monitoring, pre and post contract, ensuring that risks and overall viability are identified, assessed and controlled and that performance standards are maintained and improved in accordance with Coastline's policies and practice.
9. Maintaining a wide variety of contacts, ensuring that the Company's commitment to partnership working is promoted, and supporting the Director in maintaining relationships with Homes England, Cornwall Council, contractors, land owners and other stakeholders.

10. Carrying out a Development Agency service for external clients in line with agreed contractual relationships.
11. Ensuring high quality involvement and collaborative working with Coastline colleagues, particularly the other Heads of Service and Senior Leadership Team.
12. Supporting the Director and Executive Team.
13. Deputising for the Director as required, for example in meetings with key partners.

Person Specification – The Who

PERSONAL SKILLS AND QUALITIES

At Coastline we are more concerned with how you work and what you bring to the role over formal qualifications or criteria. Specifically, what we're looking for is someone who:

- Demonstrates behaviours in accordance with Coastline's values:
Put our customers first
Be open, honest and accountable
Value each other
Strive to be the best
- Has extensive experience in the development of new homes, preferably including affordable housing.
- Has a wider understanding and experience of business planning, including experience of managing budget and cashflow.
- Is a skilled negotiator and able to demonstrate that they are, used to working with a wide variety of stakeholders, including customers, communities, regulators, local authorities and technical experts.
- Demonstrates the importance of risk management and is able to put mitigations in place to ensure Coastline's interests are protected.
- Is a proven team player with experience in leading and managing teams to get the best from them and the wider business and stakeholders.
- Has a full driving licence and can complete a satisfactory DBS check;

Some experience in the following would be an advantage:

- Working across a range of affordable and private housing tenures.
- Working with Homes England and the Homes England Capital Funding Guide along with other affordable housing funding sources.
- Technical understanding of the development process, including planning, applications, sectional agreements, building regulations and ongoing industry innovation such as Future Homes standard proposals.

General Obligations - For All Of Us

1. Represent the company positively with all external agencies.
2. Service and support the company as requested.
3. Establish, develop and maintain effective working relationships with all work colleagues.
4. Ensure compliance with the company's health and safety policies and procedures.
5. Continually promote equal opportunities and customer care in full compliance with the company's policy and standards.

REPORTING

- Reports to the Director of Development & Commercial Services
- Responsible for the Development & Sales Team.

CONTACTS

Internal

- Executive and non-executive Directors
- Senior managers
- Staff

External

- Customers, customer representatives, regulators, national and local government, media, professional bodies, consultants and advisors, statutory agencies, voluntary groups, other housing companies, etc.

