

# HOUSING AGENCY OF JAMAICA LIMITED

## JOB DESCRIPTION AND SPECIFICATIONS

**JOB TITLE:** Manager, Sales  
**DEPARTMENT:** Sales  
**DIVISION:** Legal Services and Sales  
**POST:** 261093  
**GRADE:** D **BAND:** 8 **POINT:** 1st

### Job Purpose:

Under the general directives of the Senior Manager, Legal Services and Sales, and the Manager, Sales is responsible for leading and managing the sales team to achieve the Agency's sales targets and business objectives. This includes leadership and management of the sales team and the oversight of the daily sales operations, the development and execution of productive sales strategy, driving sales strategy, exhibiting data-driven decision-making, mentoring and supporting Sales Officers, and ensuring compliance with company policies and industry regulations, effective communication with leadership, team members, clientele, and stakeholders. The role requires effective leadership and communication to foster a high-performance culture, as well as the ability to analyze market trends and make data-driven decisions to optimize sales performance.

### Key Outputs:

#### Administrative:

- Reporting and Analysis
- Collaboration and Communication
- Supervise and oversee the preparation of sales reports, including daily, weekly, and monthly.
- Supervise the preparation and submission of reports, including variance reports, closure reports, collections reports, and monthly sales reports for project committee meetings.
- Ensure timely and accurate generation of all required reports for senior management, including those that support decision-making in strategic sales planning.
- Support in preparing and managing the department's budget, including Semi-Annual, Annual, and Quadrennial financial planning.
- Maintain accurate and up-to-date records of sales activities, client interactions, and performance metrics.

#### Operational:

- Sales Targets Achievement
- Team Performance
- Customer Relationship Management
- Lead and monitor the sales team's daily activities, ensuring all tasks are completed according to deadlines and sales objectives.
- Execute and track the sale of the Agency's housing solutions, ensuring compliance with company policies, market requirements, and customer needs.
- Implement and monitor effective sales processes to streamline operations and improve customer engagement.
- Oversee the allocation of resources, ensuring that sales activities are aligned with the company's overall business goals.
- Collaborate with cross-functional departments to ensure efficient service delivery and support the overall sales process.

#### Strategic:

- Sales Strategy and Planning
- Market Intelligence
- Develop, execute, and revise strategic sales plans in consultation with the Senior Manager to meet company targets and revenue generation goals.

- Analyze sales performance data to identify trends and opportunities and adjust strategies to maximize sales results.
- Work closely with the Senior Manager to identify challenges within sales management and revenue generation, offering solutions based on industry trends and market insights.
- Establish clear targets for team members, ensuring alignment with organizational goals and continuous improvement in sales performance.
- Generate and revise action plans to enhance sales and revenue generation in collaboration with the Senior Manager.

#### Key Responsibilities:

- **Managership:** Provide direction, guidance, and motivation to the sales team, ensuring that individual goals are met and the team as a whole achieves sales targets.
- **Sales Strategy:** Develop and execute strategic sales initiatives that align with the company's broader objectives, including the launch of new housing solutions and meeting customer demand.
- **Sales Monitoring:** Track and evaluate team performance using data-driven insights to make necessary adjustments to strategies and improve outcomes.
- **Recruitment and Development:** Manage the recruitment, training, and development of Sales Officers, ensuring the team is capable of achieving sales targets.
- **Client Relationship Management:** Cultivate and maintain strong relationships with clients, ensuring high levels of satisfaction and addressing issues or escalations promptly.
- **Sales Process Optimization:** Implement best practices to streamline sales processes, enhance operational efficiency, and improve customer engagement.
- **Collaboration:** Work closely with other departments to improve service delivery, providing valuable feedback and collaborating on problem-solving initiatives.
- **Reporting:** Provide regular updates to the Senior Manager on sales performance, market trends, and emerging challenges, ensuring transparency and informed decision-making.
- **Budget Management:** Assist in the preparation and management of the sales department's budget, ensuring resources are allocated efficiently to maximize results.
- **Team Development:** Identify training needs, motivate the team, and provide coaching to ensure the continuous growth and development of the sales team.
- **Conflict Resolution:** Address and resolve any team issues or conflicts in consultation with the Senior Manager, maintaining a positive and productive team environment.
- **Sales Reporting:** Generate required reports such as sales progress reports, action plans, and performance summaries for review and action by senior management.
- **Continuous Improvement:** Stay up-to-date on industry trends and market conditions, providing insights that help drive continuous improvement in sales strategy and team performance.

#### Other:

- Perform other professionally assigned duties that may be assigned by the Senior Manager
- Participating in the Agency's Committee Meetings (where necessary)
- Adhere to and administer the Agency's rules and regulations.

## Required Knowledge, Skills, and Competencies:

### Core Competencies

- **Leadership and People Management:** Ability to lead and motivate a sales team, ensuring high levels of performance and engagement.
- **Strategic Thinking:** Ability to develop and implement strategic plans that drive growth and revenue.
- **Communication Skills:** Excellent interpersonal and communication skills, both written and verbal, for effective team management and stakeholder engagement.
- **Problem-solving:** Strong analytical and problem-solving skills to address challenges and implement solutions that improve sales performance.
- **Collaboration:** Ability to foster a collaborative environment, working effectively with other departments and stakeholders.
- **Customer-Centric:** Strong focus on customer satisfaction and relationship management, ensuring the delivery of value-added services.
- **Adaptability:** Ability to adapt to changing market conditions, adjusting strategies as needed to maintain sales growth.

### Technical Competencies

- **Sales Strategy Development:** Proven experience in developing and executing sales strategies that lead to measurable improvements in sales performance.
- **CRM Systems:** Proficiency in using CRM systems and sales tools to track leads, manage sales activities, and generate reports.
- **Market Analysis:** Ability to analyze market data, identify trends, and adjust sales strategies based on market conditions.
- **Contract Management:** Knowledge of sales contracts, including legal requirements and compliance with regulatory standards.
- **Data-driven decision-making:** Expertise in using data to inform decisions, track sales performance, and refine strategies.

## Minimum Required Qualification and Experience:

- B.Sc. in Sales, Marketing, Business Administration, Real Estate or related discipline
- A minimum of 5 years of experience in sales, with at least two (2) years in a leadership or supervisory role.
- Proven track record of achieving or exceeding sales targets in housing development, real estate, or related industries.
- Experience in sales process optimization, team management, and client relationship management.
- Previous experience working with budgets, forecasts, and financial planning

## Special Conditions Associated with the Job:

- Holder of a valid General Driver's License and a Motor Vehicle in good working condition
- Occasional travel may be required for client meetings, project site visits, and industry events.
- The role may involve irregular working hours, particularly when meeting deadlines or attending client meetings outside of standard working hours.
- Strong adherence to confidentiality standards, particularly regarding sensitive customer and company information.
- Flexibility in role responsibilities based on departmental needs and company goals

### Effort – Physical Demand

- Normal physical demand is required.
- The ability to travel out of town to conduct site visits, etc.
- Some exposure to the sun

**Effort – Mental Demand**

- To convert potential customers
- To mobilize customers to pay deposits and, where necessary, mortgage payments.
- To meet monthly, quarterly and/or annual objectives

**Working Conditions:**

- Sixty per cent (60%) of the time spent in the office
- Forty per cent (40%) of the time is spent travelling locally.

**Equipment Usage:**

- Network Computer and/or Agency Laptop
- Telephone Devices (desktop and mobile)
- Printers, Scanners, Copier, External Drives, etc.
- Projector and Multimedia
- Binding and Laminating Machines
- Camera and media-related equipment

**Reporting Relationship:**

**Reports To:**

**Senior Manager, Legal Services and Sales**

**Nature of Supervision Received:**

- **Strategic Direction and Goal Setting:** The Senior Manager will provide the Manager with clear sales targets, strategic goals, and performance expectations, ensuring alignment with the overall objectives of the housing development Agency. Regular meetings will be held to review progress and adjust strategies as necessary.
- **Performance Monitoring and Feedback:** The Senior Manager will conduct regular performance reviews of the Manager, Sales, assessing key performance indicators (KPIs), sales outcomes, and leadership effectiveness. Constructive feedback will be given to improve performance, address challenges, and ensure team success.
- **Decision-Making Support:** While the Manager, Sales, is expected to lead day-to-day operations, the Senior Manager will offer guidance and support in complex decision-making situations, particularly those related to legal and regulatory compliance, customer disputes, or high-value transactions.
- **Problem-Solving and Conflict Resolution:** The Senior Manager will provide mentorship in resolving conflicts or addressing challenges within the sales team or with clients, ensuring that legal and ethical considerations are always taken into account.
- **Training and Development:** The Senior Manager will assist in identifying skill gaps within the sales team and facilitate opportunities for professional development, ensuring the team remains competent and compliant with industry standards and regulations.
- **Regular Reporting and Communication:** The Manager will be expected to submit regular reports to the Senior Manager, detailing sales progress, team performance, and any challenges encountered. Open and consistent communication will be essential to ensure that any necessary adjustments can be made promptly.

**Supervision Given To:**

- Sales Officers

#### Nature of Supervision Given:

- **Daily Oversight and Task Allocation:** The Manager, Sales will oversee the daily activities of the Sales Officers, ensuring that they are effectively engaged in their tasks, such as client interactions, lead generation, follow-up communications, and sales presentations. The Manager will allocate tasks and prioritize activities to ensure optimal sales performance.
- **Coaching and Mentorship:** The Manager will provide ongoing coaching and mentorship to the Sales Officers, helping them develop both their sales techniques and customer service skills. This includes providing constructive feedback, recognizing strengths, and identifying areas for improvement to enhance individual and team performance.
- **Performance Monitoring and Reporting:** The Manager will regularly monitor the performance of each Sales Officer, tracking key performance metrics such as sales volume, conversion rates, and customer satisfaction. Regular one-on-one meetings will be held to provide performance feedback, set goals, and review progress.
- **Training and Development:** The Manager will ensure that Sales Officers are equipped with the knowledge and skills necessary for success, including product knowledge, legal considerations related to sales, and industry trends. The Manager will identify areas for additional training and provide opportunities for professional growth, either through in-house training sessions or external resources.
- **Motivation and Team Building:** The Manager will be responsible for maintaining high morale within the team by fostering a positive and motivating environment. This includes organizing team-building activities, recognizing achievements, and addressing any challenges or conflicts that arise within the team.
- **Quality Control and Compliance:** The Manager will ensure that Sales Officers are adhering to company policies, legal guidelines, and industry regulations in all aspects of the sales process. This includes conducting regular audits of sales activities, reviewing contracts, and ensuring that all sales transactions are compliant with legal requirements.
- **Problem-Solving and Issue Resolution:** In the event of escalating client concerns, disputes, or internal challenges, the Manager will provide guidance and support to the Sales Officers in resolving issues effectively. The Manager will address any operational or customer service problems promptly to ensure minimal disruption to sales activities.
- **Feedback and Communication:** The Manager will establish clear lines of communication with the Sales Officers, ensuring they are kept informed of updates, changes, or important information related to the Agency's sales goals, policies, and legal matters. Regular team meetings will be held to foster open dialogue and alignment across the team.

#### Liaises Internally with:

- All members of staff
- Members of the Board of Directors
- External – Security Officers
- External – Janitorial Staff

#### Liaises Externally with:

- Government Ministries,
- Departments,
- Executive Agencies,
- Self-Financing,
- Public Bodies and Bureaus.
- Clients

### Authority:

This position has authority, within the boundaries of the HAJL's and the government's respective policies and procedures, to:

- **Decision-Making:** The Manager, Sales, has the authority to make day-to-day decisions regarding sales operations, including the allocation of sales tasks to the team, prioritization of sales activities, and resolution of operational issues within the sales department. This includes the ability to suggest changes to sales processes, policies, and strategies for performance improvement.
- **Managership and Supervision:** The Manager has the authority to supervise, guide, and manage the Sales Officers. This includes monitoring their performance, providing feedback, coaching, and conducting performance reviews. The Manager is responsible for ensuring team members meet sales targets and adhere to company policies and procedures.
- **Sales Targets and Goals:** The Manager has the authority to set individual sales goals for Sales Officers in alignment with broader organizational targets. Additionally, the Manager can revise these goals as needed, based on performance trends or shifts in market conditions; while ensuring they are aligned with the strategic direction set by the Senior Manager, Legal Services and Sales.
- **Client and Prospect Interaction:** The Manager has the authority to escalate or personally manage complex client issues or high-value transactions, particularly when legal or contractual matters are involved, in coordination with the Senior Manager, Legal Services and Sales.
- **Training and Development:** The Manager has the authority to recommend and facilitate training sessions for the Sales Officers to enhance their skills, knowledge, and performance. This includes recommending external training programs or working with the Senior Manager to identify in-house development opportunities.
- **Performance Management:** The Manager has the authority to implement performance management practices within the team, including providing feedback, addressing performance issues, and making recommendations for disciplinary actions, if necessary, in consultation with HR and the Senior Manager, Legal Services and Sales.

### Performance Standards:

Performance is deemed satisfactory by the extent to which the following key outputs meet the established standards:

- **Sales Targets and Quotas:** The Manager is expected to meet or exceed sales targets and quotas established by the Senior Manager, Legal Services and Sales. Success in this area will be measured based on overall team sales performance, the individual contribution of each Sales Officer, and the achievement of revenue goals for the housing development Agency.
- **Team Development and Morale:** The Manager must foster a positive and productive work environment by developing the team's skills, ensuring high morale, and minimizing turnover. Performance will be evaluated based on the team's ability to meet sales objectives, the satisfaction of Sales Officers, and the reduction of any team conflicts.
- **Customer Satisfaction:** The Manager is responsible for ensuring that the sales team consistently provides excellent customer service and addresses client concerns promptly. Performance will be assessed based on customer feedback, sales conversion rates, and the ability to resolve issues effectively and professionally.
- **Compliance and Legal Adherence:** The Manager is expected to ensure all sales activities comply with the housing development Agency's policies, legal regulations, and industry standards.

Performance in this area will be evaluated through audits, legal compliance checks, and the absence of legal disputes or complaints related to sales practices.

- **Sales Process Efficiency:** The Manager must demonstrate the ability to optimize sales processes for efficiency and effectiveness. This includes ensuring that the team adheres to established procedures, maintains high productivity, and minimizes errors in contract management, documentation, and closing procedures.
- **Communication and Reporting:** The Manager must maintain effective communication with the Senior Manager, Legal Services and Sales, and other key stakeholders within the Agency. Performance will be measured by the accuracy and timeliness of sales reports, the clarity of communication regarding team performance, and responsiveness to leadership feedback.
- **Problem Solving and Conflict Resolution:** The Manager must handle any sales-related issues, conflicts, or escalations promptly and effectively. The ability to resolve issues efficiently while maintaining professionalism and customer trust will be an important performance standard.
- **Innovation and Strategy Contribution:** The Manager is expected to contribute to the development of new sales strategies, promotional initiatives, and market insights. Performance will be evaluated based on the ability to bring fresh ideas that help grow sales, improve customer experience, and drive business development for the Agency.

#### Agency Declaration:

Please note that the Housing Agency of Jamaica Limited Executive Management reserves the right to revise and amend the Job Description when necessary to accommodate the needs of the business.

**THIS DOCUMENT IS INTENDED TO BE A GUIDE IN TERMS OF MAJOR OUTCOMES/ACCOUNTABILITY OF THE PORTFOLIO SIGNIFIED ABOVE**

#### Document Validation:

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Employee's Signature

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Date

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Senior Manager,  
**Legal Services and Sales**

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Date

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HR Representative

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Date