

# HOUSING AGENCY OF JAMAICA LIMITED

## JOB SPECIFICATIONS AND JOB DESCRIPTION

<b>JOB TITLE:</b>	Senior Manager, Sales		
<b>DEPARTMENT:</b>	Sales		
<b>DIVISION:</b>	Sales		
<b>POST NO:</b>	280208		
<b>GRADE:</b>	B	<b>BAND: 11</b>	<b>POINT: 1<sup>st</sup></b>

### Job Purpose:

Under the direction of the Managing Director, the Senior Manager, Sales provides strategic leadership and operational oversight of national sales and housing allocation programmes. This includes planning, promoting, and selling the Agency's housing solutions in alignment with national policy and development goals. The role drives revenue growth, market expansion, and customer engagement, while ensuring full compliance with legal, regulatory, and internal frameworks. The incumbent also supports the Agency's financial sustainability and mission to expand access to affordable housing within Jamaica's national development agenda.

### Key Outputs:

#### Strategic Outputs

- Executed sales strategies aligned with national housing policy and the Agency's strategic plan.
- Met housing sales and allocation targets.
- Delivered market insights and forecasts for strategic planning.
- Built and maintained key stakeholder partnerships.
- Led stakeholder engagement to promote housing initiatives.
- Improved client satisfaction through targeted engagement.

#### Technical Outputs

- Provided timely, accurate sales reports and analytics to key decision-makers.
- Maintained updated CRM systems and client databases.
- Developed approved pricing and discount models.
- Produced and implemented marketing tools and materials.
- Planned and launched new housing and land projects.
- Ensured legal and regulatory compliance in all sales documentation.

#### Operational Outputs

- Successfully marketed, sold, and allocated housing products per policy.
- Led and developed a high-performing sales team.
- Resolved client issues within service standards.
- Submitted comprehensive internal and external reports on time.
- Improved operational efficiency and service delivery.

### Key Responsibilities:

#### Strategic Leadership

- Develop and lead national sales strategies aligned with the Agency's strategic plan and GoJ housing policy.
- Implement initiatives to support housing, land, and infrastructure mandates.
- Provide expert market insights to guide pricing, forecasting, and expansion.
- Represent the Agency at public forums to promote housing offerings and build stakeholder trust.

#### Sales and Business Development

- Direct all sales activities across housing products in line with policy and internal standards.
- Manage the full sales cycle, from acquisition to post-sale support.

- Conduct market research to inform product positioning and pricing.
- Built strategic partnerships to improve financing access and service delivery.
- Coordinate housing allocation programmes with government stakeholders.

### **Operations and Compliance**

- Supervise sales staff to achieve performance and service excellence.
- Oversee the preparation and execution of legally compliant sales documentation.
- Ensure accurate data management in line with policy and data protection laws.
- Maintain compliance with procurement, audit, and housing allocation standards.
- Lead continuous improvement of sales operations and customer service systems.

### **Reporting and Analysis**

- Deliver timely sales reports, forecasts, and revenue analyses to Executive Management.
- Monitor team performance, identifying areas for improvement.
- Advise leadership on strategic sales decisions and resource planning.

### **Human Resource and Team Management**

- Lead recruitment, training, and development of the sales team.
- Conduct performance reviews and implement coaching plans.
- Foster a high-performance culture aligned with HR and public sector guidelines.

## **Required Knowledge, Skills, and Competencies:**

### **Core Knowledge**

- Strategic Planning and Forecasting - Strategic Thinking, Market and Industry Insight, Business Forecasting, Policy Alignment, and Risk Management.
- Public Sector Compliance and Governance - Regulatory Knowledge, Governance Standards, Audit and Internal Controls, Documentation and Reporting, and Policy Interpretation.
- Real Estate Sales - Sales Strategy Development, Product Knowledge, Client Needs Assessment, Negotiation Skills, and Market Positioning.
- Stakeholder Engagement - Relationship Building, Advocacy and Representation, Conflict Resolution, Public Communication, and Interagency Collaboration.
- CRM and Performance Analytics - CRM Systems Proficiency, Data Analytics, Dashboard Reporting, Customer Insights, and KPI Development.
- Team Leadership and Coaching - Leadership Development, Coaching and Mentoring, Performance Management, Change Management, and Emotional Intelligence.

### **Technical Knowledge**

- Sales and Business Development Strategy - Proven expertise in designing and executing sales and business development strategies that drive revenue growth, expand market reach, and support customer acquisition across both public and private sector housing markets.
- Real Estate Marketing, Regulatory Compliance, and Sales Documentation - Comprehensive knowledge of real estate marketing principles, zoning laws, and development regulations, with hands-on experience in drafting and processing legally compliant sales agreements, offer letters, and housing allocation documents.
- CRM Systems and Sales Analytics - Proficient in leveraging Customer Relationship Management (CRM) platforms and analytics tools to manage sales pipelines, monitor performance metrics, and generate actionable insights for strategic planning and decision-making.

- Legal Aspects of Real Estate Transactions - Working knowledge of real estate and contract law, including title registration, conveyancing, and ownership transfers. Skilled in collaborating with legal counsel to ensure documentation complies with statutory and regulatory requirements.
- Financial Planning and Revenue Management - Experienced in preparing and managing sales budgets, financial forecasts, and revenue reports, with an understanding of public sector financial controls, reporting standards, and accountability frameworks.
- Customer Relationship Management and Client Engagement - Advanced understanding of customer engagement principles and service delivery standards, with a focus on building trust and long-term relationships. Expertise in serving diverse housing clients, including low- and middle-income beneficiaries, through targeted, customer-centric approaches.

#### **Minimum Required Qualification and Experience:**

- Postgraduate degree in Business Administration, Marketing, Management, Real Estate, or a related field; minimum 5 years of strategic sales leadership at the senior management level in real estate, housing, construction, or regulated sectors.
- Demonstrated success in leading national sales strategies, managing high-performing teams, and navigating complex stakeholder relationships.
- Strong knowledge of public sector financial procedures, procurement laws, and regulatory compliance frameworks.

#### **OR**

- Undergraduate degree in Business, Marketing, Urban Planning, Real Estate, or a related discipline; minimum 7 years of senior-level experience in strategic sales or business development in a regulated or government-linked environment.
- Experience in or with public sector entities or statutory bodies is preferred.
- Proven ability to execute national sales strategies, lead diverse teams, and manage stakeholder networks.
- Solid understanding of property law, contract administration, and housing allocation within Jamaica's legal and policy context.

#### **Special Conditions Associated with the Job:**

- Must possess a valid General Driver's Licence.
- Occasional travel required for media appearances, stakeholder engagements, and corporate events.
- Flexibility to work beyond standard hours, including weekends and public holidays, based on project demands or event schedules.
- Approximately sixty per cent (60%) office-based and forty per cent (40%) field-based activities.
- Exposure to varying environmental conditions, including weather, noise, and an active construction site.

#### **Effort – Physical Demand**

- Extensive travelling required
- Normal physical demand required
- Exposure to dust, noise, and varying weather conditions

#### **Effort – Mental Demand**

- To resolve operational, technical, strategic, and organisational challenges
- To keep abreast of changes/challenges within the industry and the associated requirements aligned with the department's operations.
- To meet strategic objectives
- To meet reporting deadlines

#### **Equipment Usage:**

- Network Computer and/or Agency Laptop
- Telephone Devices (desktop and mobile)

- Printers, Scanners, Copiers, etc.
- Projector and Multimedia
- Binding and Laminating Machines
- External Drives

### Reporting Relationship:

**Reports to:** Managing Director

#### **Nature of Supervision Received:**

- Strategic direction and policy guidance related to the development and execution of sales initiatives, housing allocation programmes, and stakeholder engagement activities.
- Executive oversight and review of key deliverables, including annual sales plans, performance reports, revenue forecasts, and project-specific sales strategies.
- Support in interdepartmental and inter-agency coordination, ensuring the Senior Manager's efforts are integrated with technical, legal, finance, and project implementation teams.
- Performance monitoring and accountability, including the setting of key performance indicators (KPIs), review of results against corporate targets, and provision of feedback to guide improvements.
- Authority delegation and escalation protocols, whereby the Managing Director authorises key decisions while reserving final approval for matters with broad strategic, legal, or financial implications.

#### **Direct Supervision is given to:**

- Team Leader, Sales
- Team Administrator

#### **Nature of Supervision Given:**

The Senior Manager, Sales, holds direct supervisory responsibility for the Team Leader, Sales, and the Team Administrator, with a mandate to drive individual performance, team development, and the achievement of sales and operational objectives.

- Goal Setting and Performance Metrics (KPIs):
- Performance Monitoring and Feedback
- Technical Leadership and Capacity Building
- Work Planning and Compliance Oversight
- Conflict Management and Staff Development
- Team Engagement and Accountability

#### **Liases internally with:**

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

#### **Liases 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:

- Operational Decision-Making and Resource Deployment – oversees the day-to-day decisions regarding sales execution and allocates tasks and resources across teams based on project timelines and market conditions.
- Client Documentation Review and Approval – Validates housing applications, sales agreements, and related documentation and approves process exceptions within policy thresholds to ensure equitable service delivery and regulatory compliance.
- Recommendations on Pricing Strategies, Marketing Initiatives, and Promotional Activities - To develop and recommend pricing structures, marketing strategies, and promotional campaigns that drive sales performance, support affordability, and ensure market competitiveness, subject to Executive Management approval and in compliance with the Agency's financial policies, regulatory standards, and strategic objectives.
- Public Representation and Stakeholder Engagement – Represent the Agency at stakeholder meetings, national events, and housing launches, and advocate for the Agency's solutions and foster strategic partnerships (developers, financial institutions, and MDAs).
- Sales Personnel Oversight – Recommend recruitment, promotion, and disciplinary action for sales staff and support performance management aligned with Agency culture and targets.
- Operational Budget Approval and Monitoring – manages assigned budgets within financial delegation of authority and ensures fiscal responsibility and compliance with procurement protocols.

### Performance Standards:

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

- Delivery of sales and revenue targets - Delivers on housing unit sales, land allocations, and construction-related income, and aligns strategies with national housing policy and the Agency's strategic plan.
- Sales Reporting and Forecasting – generates sales performance reports and forecasts on a monthly, quarterly, and annual basis.
- Customer Satisfaction and Stakeholder Engagement – Maintains high levels of client engagement and responsiveness and develops strong relationships.
- Compliance and Policy Regulatory – ensures strict adherence to internal controls, GoJ housing allocations protocols, and public sector procurement regulations, and upholds standards in contract management and transaction documentation.
- Team Leadership and Development - sets performance objectives and provides coaching and mentorship, and facilitates ongoing professional development and capacity building.
- Governance and Audit Compliance – ensures compliance with GoJ audit standards, minimises audit exceptions, and maintains financial accountability across sales operations.
- Innovation and Market Expansion – introduces new sales approaches and leverages CRM and analytics tools, and expands market reach and diversifies customer base.

- Strategic Alignment with National Housing Goals – aligns programme execution with Vision 2030 and broader national housing imperatives and supports infrastructural development and equitable housing access.

#### Company Declarations:

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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Managing Director

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Date

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HR Representative

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Date