



Job Description

Job Title:	Graduate Trainee Marketing – Garden City Homes
Reports To:	Senior Sales Advisor / Team Leader
Direct Reports:	N/A
Job Purpose:	<p>To assist the Garden City Homes (GCH) Sales & Marketing Team in ensuring that marketing of GCH properties is effective.</p> <p>To keep the social media of GCH updated and regularly upload and update adverts and news stories about developments</p> <p>To ensure that appropriate sales and marketing literature is in place and replenish stocks where needed</p> <p>To work with WCHG Communications Team to deliver the overall marketing strategy for new developments, supporting on campaigns and projects where necessary</p>
Salary Band:	Band F

Note – this is a trainee role and offers the opportunity for a graduate to develop further knowledge and development with a busy sales team and the Communications Team of a housing group. This will involve working with the Communications Team on a number of projects to aid learning of the group give the opportunity to increase skills and knowledge.

Key Responsibilities

Marketing/Sales

- To arrange for the publication and issue of suitable marketing publications and sales advice literature in liaison with the Group's Communications Team.
- Assist the Sales and Marketing Team in designing and procurement of all sales and marketing information in conjunction with Communications Team and external designers.
- To provide sales information cover service supporting the Sales Advisor Team by being present at marketing suite/ show houses to provide sales advice information etc.



- Assist the Garden City Homes Team to carry out market research on property sales in the general market place and benchmarking against other Registered Providers and Developers.

Communication

- To provide sales advice information by phone and all other relevant correspondence from all enquiries made.
- To be a contact person along with the GCH Team for prospective purchasers leading up to sale and after sales support.
- To log all enquiries and chase up sales leads etc.
- To arrange property viewings with applicants.
- To attend and actively participate in GCH Team meetings including minute taking of meetings.
- To assist the Sales Advisor Team to liaise with internal and external consultants and agencies, e.g. Financial Advisors, Valuers, Solicitors, Estate Agents, Homebuy Agents to arrange suitable mortgage and sales support advice.
- To assist Sales Advisor Team in liaison with internal departmental officers and consultants to advise on service charge costs.
- To assist Sales Advisor Team in liaison between purchaser enquiries, internal and external consultants and agencies Agents to arrange suitable mortgage and sales support advice, e.g. WCHG Communications Team, Financial Advisors, Valuers, Solicitors, Estate Agents, Homebuy Agents.
- To assist in arranging specification choice items between purchasers and contractors.
- To assist in arrangements for reservation of individual plots and customer payments.
- To assist in provision of sales and marketing information on Group's website.
- To ensure full co-ordination and support of purchasers moving to their new homes.

Records and Information

- To carry out administrative and clerical tasks associated with the post and to provide additional Programme co-ordinator admin support for wider Development and Investment Team as necessary.
- To assist in maintaining and developing the computerised database of the Group's properties.
- To assist the Sales Advisor Team in assessing the eligibility of all applicants in accordance with HCA criteria and arrange for completion of application forms from prospective purchasers.
- To accurately log and co-ordinate all applications made and maintain all necessary file records.
- To assist in arranging and co-ordinating the provision and completion of leases and other documentation.
- To assist the GCH Team prepare statistical and performance information through standard reports and specialist software such as MS Excel.



- To carry out all aspects of general computer data inputting and extraction of computer data.
- General clerical, business administration and support for the project team including preparation of letters and correspondence for customers.

Service Delivery

- To support and assist the GCH Team in all matters of sales & marketing of properties.
- To ensure a high level of Customer Care is delivered to public, Prospective purchasers, WCHG tenants and other customers in delivering a service in line with the Group's policies and procedures.
- To assist the GCH Team in delivering & reporting on service delivery against performance indicators.
- To actively seek the views of customers with regard to services provided by means of satisfaction surveys.
- Organise welcome gifts for purchasers.

Policy and Procedures

- To support the GCH Team in the provision of information for reports and plans.

Health and Safety Responsibilities

- To assist in ensuring that all work undertaken by the Group and its contractors complies with current Health and Safety legislation.
- Follow the Group's Health & Safety Policy at all times.
- Be aware of contractors Health & Safety policies and arrangements while on site and wear appropriate clothing and PPE as appropriate.

General

- Deliver all services in accordance with Wythenshawe Community Housing Group's policies and procedures
- To support and assist the GCH Team in developing the Group's services.
- To provide cover for other officers as required in particular the Programme and Asset Co-ordinators administration support for the Development & Investment team.
- To carry out the duties of the post in accordance with the Group's Equality and Diversity Policy.
- To attend meetings and represent the Property Services Department as required.
- To contribute fully to the Group's objectives in terms of community liaison, to support the activities of community organisations and to promote their involvement in regeneration initiatives ensuring value for money.
- To service and respond to the Group's complaints procedures and to contribute fully to the Group's quality and customer service objectives.



- To undertake training and attend meetings as required and as directed by the line manager
- Ensure compliance with relevant legislation at all times
- To assist senior management in the preparation of reports and providing performance information in a timely manner
- To carry out any other duties which are consistent or commensurate with the role and/or as directed by senior management within the Group

No job description can be entirely comprehensive and the jobholder will be expected to adapt and carry out such other duties as may be required from time to time, on the understanding that they will be within the individual's remit and capability, and consistent with the status and responsibilities of the role within the organisation.



Related Competencies at Fully Effective Level:

Efficient and Effective

- Asks the “why do we do this?” question about tasks and processes
- Positively challenges processes and ways of working
- Contributes positively to delivery of team VFM

Customer focus

- Anticipates customer issues and needs in advance and takes positive action
- Is consistently confident and professional when dealing with customers
- Will do that bit extra for the customer and will go the extra mile to help
- Role models the importance of customer focus with others
- Identifies and removes barriers to the delivery of service
- Involves the customer in developing the service

Working Collaboratively

- Actively support and promote agreed team decisions
- Supports team spirit and diffuses potential problems and conflicts
- Co-operate within own team and across teams
- Goes the extra mile to help colleagues
- Champions diversity
- Champions teamwork by ‘living’ the Groups values in everything they do

Organisational awareness

- Makes sound decisions in difficult cases and implements practical solutions to problems
- Takes account of the effect and impact on the organisation of their own actions
- Actively promotes the work of WCHG with customers and colleagues
- Demonstrates an understanding of the link between the strategy and operational activity

Challenges and learns

- Makes progress on several issues simultaneously
- Finds solutions when faced with difficult situations
- Adapts style and approach to meet changing demands
- Ensures agreed changes are implemented / supported
- Embraces change