

Sales and Marketing Manager



Lafford Homes is seeking an ambitious, commercially focused, and dynamic Sales and Marketing Manager to join our growing company in this newly created role. This is a unique opportunity to shape and lead our newbuild sales strategy, build a high-performing sales and aftercare service, and drive forward our marketing initiatives. As a key part of the Management Team, you will play a pivotal role in delivering our growth ambitions while having a real opportunity to make your mark and influence the future success of the business. If you have experience of selling homes and are ready to make a significant impact and thrive in a fast-paced, innovative environment, we'd love to hear from you.



Hybrid - Sleaford, Lincolnshire (with some travel between development sites)



Up to £63,046 depending on experience (Plus 28 days annual leave, contributory pension scheme, car allowance and health cash plan)

About Lafford Homes

Lafford Homes is a fast-growing housing developer. Established in 2016, the company started building homes for Private Rent, but is now focused on providing new homes for sale. Operating across Lincolnshire and beyond, the company has ambitious plans to grow with a number of new developments secured within Lincolnshire and a growing pipeline of sites. Our focus is on providing high quality new homes and first-class customer service.

Key responsibilities:

- Creating and implementing effective advertising and marketing plans for all new housing schemes featuring open market sales;
- Achieving targets in relation to legal completions and generation of revenue;
- Managing the approved sales and marketing budgets;
- Appointing and managing external consultants, sales agents and solicitors.
- Helping assess and appraising new development opportunities for .
- Inputting into the design and specification of new homes for sale,;
- Developing and creating sale, reservation and customer care policies and procedures,
- Taking the lead to ensure a commercial awareness of the operating marketplace including local market intelligence, buyer profiles, competitor activity and benchmarking and sector wide trends;
- Helping develop and implement an effective Aftercare Service, ;

*Lafford Homes Limited is a registered company in England & Wales 10313301. Its registered office is Council Offices, Kesteven Street, Sleaford. NG34 7EF.
It is a wholly owned Company of North Kesteven District Council.*

- Continually seeking to improve the sales and aftercare service and contribute to the growth of Lafford Homes;

Experience and Qualifications:

Experience

- Experience at a senior sales level in the new homes building sector
- Experience of working in a customer focussed environment and developing and delivering a positive customer journey, including aftersales.
- Experience and knowledge of effective sales marketing techniques

Qualifications and Training

- GCSE Maths and English at Grade 4/C (or equivalent) or above
- Current full UK driving licence
- Access to a vehicle for business use as required

Skills and Aptitude:

- Ability to be proactive and work on own initiative, including creating new sales policies and procedures
- Excellent attention to detail and interpersonal/organisational skills
- Committed to continuous professional development
- Ability to thrive under pressure in a fast-paced environment
- Ability to operate within a regulatory environment
- Excellent verbal and written communication skills
- Proficient IT skills along with a good working knowledge of Microsoft Office (Word, Excel and outlook) and the ability to adapt to new systems
- Ability to delegate effectively

Lafford Homes Values:

- Contribute positively to the needs of our communities and our environment.
- Ensure the company is successful and recognise that profit is essential for the success and longevity of the business.
- Apply the highest standards of excellence in the delivery of innovative and best value housing.
- Develop a reputation with our customers as an exemplar landlord.
- Gain mutual trust and respect in the way we do business, upholding our ethical standards constantly.

Next steps

If you wish to apply, please submit your CV and covering letter to Human_Resources@n-kesteven.gov.uk.

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For an informal chat about this role, please contact Ian Penn, Lafford Homes Managing Director on 07356186282 or email ian.penn@Laffordhomes.com.

The closing date for all applications is **19 January 2025**

The interview date will be **27 January 2025**