
Property Sales & Marketing Officer I

DEFINITION

This is technical work involved with the marketing and sale of City owned residential properties.

Employees in this class are responsible for the timely and efficient sale of City owned single and multi-family property, utility lots and remnant lots within the constraints of prevailing market conditions and approved policies and procedures. Employees will be involved in the more complex residential sales from initial contact with the purchaser to negotiating an agreement, preparing documentation and ensuring all approvals are obtained.

Duties may include the administration of a sales office along with the supervision of counter sales and support staff.

Employees will participate in various promotional activities, such as architectural design controls and home parades, to promote the sale of City property.

TYPICAL DUTIES*

Provides input to the department sales and marketing plan.

Carries out negotiations with prospective purchases, initiates agreements, prepares required documentation, obtains necessary approvals and closes the file.

Assists in the development and implementation of promotion and advertising campaigns.

Prepares tender information packages, arranges advertising, mails information to prospective purchasers, coordinates tender openings and recommends acceptance of bids.

Receives and deposits sales funds.

Coordinates work of and trains residential sales counter staff. Prepares reports and recommendations.

Performs related duties as required.

KNOWLEDGE, ABILITIES AND SKILLS

Knowledge of the provincial and municipal legal requirements regarding the sale and exchange of land.

Knowledge of the residential sales market.

Ability to establish and maintain effective working relations as necessitated by work assignment.

Ability to understand and execute oral and written instructions and to interpret lease plans and legal descriptions.

Ability to express ideas effectively, both orally and in writing.

TRAINING AND EXPERIENCE REQUIREMENTS

Job Level

Completion of the twelfth (12th) school grade and possession of the FRI designation as granted by the Real Estate Institute of Canada or a two (2) year diploma in Business Administration with major course work in marketing, real estate or a related field; and three years of real estate sales or paralegal experience.

** This is a class specification and not an individualized job description. A class specification represents and defines the general character, scope of duties and responsibilities of all positions within a specific job classification. It is not intended to describe nor does it necessarily list the essential job functions for a specific position in a classification. Positions may perform some of the duties listed above but this does not necessarily qualify for placement into this classification.*

Salary Plan	<u>21M</u>	<u>21A</u>	<u>21B</u>	<u>21C</u>
Job Code	0587		0588	

Last Updated:
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