



GENERAL MANAGER - HOMES

JOB & PERSON SPECIFICATION

MAY 2021



JOB SPECIFICATION

POSITION: GENERAL MANAGER - HOMES

REPORTS TO: CHIEF EXECUTIVE OFFICER

Position overview

A newly created Senior Management role leading the Retail (contract housing) Business Unit of Rivergum Homes in South Australia.

The key aspects of the role requires a suitably qualified and experienced manager to develop, manage, and oversee the contract housing business unit from end to end (sale to handover and warranty periods) in South Australia delivering in excess of 350+ homes annually.

The role will require the individual to:

- Lead the retail business unit management team across the key functions of:
 - Sales Management
 - Pre-construction Operations (Drafting, Estimating, Compliance, Customer Service); and
- Develop effective, highly functional, and cross collaborative relationships with Senior Management responsible for:
 - Marketing Manager - Retail
 - Customer Service Manager – Customer Service
 - Sales Managers – Sales
 - Drafting Manager – Head Product Design and Documentation
 - Commercial Manager – Estimating and Selections
 - Building Manager – National Construction Lead
 - Construction Manager – Retail

The position is responsible for:

- The delivery of agreed volume targets (leads / sales / contracts), revenues, margin and profit targets for the Retail Business Unit in South Australia; and
- The delivery of agreed key metrics across



- customer (NPS, lead generation and conversion rates)
 - operations (pre-site duration timelines, margin and cost control)
 - people (retention / engagement / development); and
 - product (range reviews, sales rates, display program & performance)
- demonstrating a sustainable contract housing model across multiple channels and markets (i.e. FHB, coastal and country, urban, customer, and house and land); and

Accountabilities

Strategic

- In conjunction with Senior Management, contribute to the development of the Rivergum Homes Group Strategic Plan
- Drives the Rivergum Homes Group Strategy to deliver the key value drivers across the business.
- Set and monitor the appropriate performance targets and KPI's and develop actions to better align performance as needed.
- Provide oversight of operating systems, policies and procedures that contain relevant KPI's to support the Group Strategy.
- Lead and engage a team of housing professionals to deliver against annual business plans; and establish and maintain a performance management and communications framework to effectively drive performance and team engagement thereon.
- Identify new business opportunities in the existing market and identify opportunities in new markets that align with the Group Strategic Plan and annual business strategy. Develop and present relevant business case and investment proposals as and when required.
- Oversee the risk management framework relevant for housing operations and pro-actively identify, address, and report areas of business risks and associated action plans to mitigate risk exposure.
- Maintain effective communication with direct reports to ensure advice provided and decisions made are well informed.
- Hold direct reports accountable to their responsibilities and results.



Operational	<ul style="list-style-type: none">● Set business plans, KPI's and budgets for each functional area that will ensure the delivery of high-quality homes.● Develop and manage performance to volume and agreed timelines and costs across:<ul style="list-style-type: none">– Lead generation – lead to quote to deposit– Cancellation / conversation rates– Display home presentation and performance– File acceptance and contract preparation (contract housing)– Pre-construction production (Approvals and Compliance)– Estimating and cost control– Drafting and documentation● Review business systems and processes through process mapping to identify opportunities for process improvement that will reduce duration times and improve the customer experience; and reduce duration times and re-work requirements.● Ensure that our products, service and internal processes are of “best practice” standard for our industry and represent Rivergum as a quality, fair priced and innovative new homes builder to the consumer at all times.● Develop and maintain appropriate policies and operational procedures to support the housing operations processes.● Ensure all staff have clear goals and KPI's that are consistent with the business and financial plans, and that performance against those KPI's is regularly reviewed and updated to ensure high performance● Foster good business relationships by networking with industry bodies e.g., HIA, MBA, UDIA etc.
People, Culture, and WHS	<ul style="list-style-type: none">● Provide leadership for the division that is consistent with Rivergum Group vision, mission and values● In conjunction with Senior Management, regularly review organisational structures to ensure clear accountability and responsibilities for all staff and establish structures that align and enable the organisation to deliver its goals.



	<ul style="list-style-type: none">• Undertake regular performance reviews with all direct reports to identify areas for development and performance improvement.• Ensure compliance with legislative and regulatory requirements and the Rivergum Group WHS policies and procedures.• Work with the People & Culture team to undertake recruitment and induction of new staff as required.• Ensure compliance with all Rivergum Group HR policies and procedures.
Customer Service	<ul style="list-style-type: none">• Ensure the CustomerCare Manager (and team) deliver the requisite customer outcomes expected and defined within the Customer Care Charter.• Provide excellence in customer service through the timely resolution of stakeholder issues.• Interpret regular survey and customer feedback and implement customer care plans for service and quality improvement.
Financial	<ul style="list-style-type: none">• In conjunction with the CEO and Senior Management Team, develop and implement the annual Retail Housing operating budget that will ensure the delivery of the revenue and profit targets as part of the annual group business plan.• Monitor the ongoing financial performance of the business to ensure the delivery of revenue and profit results by way of:<ul style="list-style-type: none">– Management of incoming contracts and housing volumes as well as pre-construction production to deliver new housing starts– Management of procurement and cost control functions to deliver cost effective housing outcomes (sales estimating) and margin control through construction.– Identify opportunities to improve margin and profit and implement actions to deliver those improvements.– Management of on-site activities, scheduling, and labour to ensure build timeframes, build quality, and customer outcomes are achieved.– Demonstrate strong control over business costs (labour and non-labour) including identifying and implementing cost reduction activities.– Closely manage and monitor all lead key performance indicators impacting profit results and maintaining rolling forecasts of forward revenues as against pre-construction volumes.



	<ul style="list-style-type: none">• Review and manage business unit financial performance to identify and implement actions to ensure EBIT targets are achieved.
General	<ul style="list-style-type: none">• Actively comply with the organisation's Equal Employment Opportunity and Diversity policies.• Ensure work practices are designed, conducted and reviewed in accordance with the organisations' risk compliance requirements.• Other duties as required.

Key Reporting Relationships

The position reports to the Chief Executive Officer.

The position has reporting to it:

- Customer Service Manager
- Sales Managers
- Drafting Manager

The position will foster cross collaborative relationships with leaders of:

- Building Manager
- Construction Manager - Retail
- Commercial Manager
- GM of Marketing
- Marketing Manager - Retail
- People & Culture
- Finance
- IT

The position must develop strong relationships with:

- Executive & Senior Management
- Suppliers, customers, prospective business associates
- Local, State and Federal Government departments



- External service providers

Industry Bodies

Major KPIs

The position is responsible for

- Deliver agreed volume, revenue, margin, and profit targets for the Retail Business Unit in South Australia
- The delivery of agreed key metrics across:
 - Customer Satisfaction
- Operations (revenue per day, duration timelines, margin and cost control)
 - Pre-Site Durations
 - Margins
 - ETS:
 - Turnover/Job/Day
- People
 - Staff Retention
 - Staff Engagement
- Product (range reviews, sales rates, display performance)
- Delivery of key management reports accurately and on schedule.



PERSON SPECIFICATION

Qualifications

Essential

- Demonstrable and significant experience in a Senior Management role within the residential Construction Industry.

Desirable

- Tertiary qualifications in Management, Building & Construction, Finance & Accounting or related discipline.

Required Experience

- Highly developed leadership skills with the ability to inspire, mentor and manage people.
- Proven General Management experience in a fast paced construction environment.
- Construction industry experience in a housing operation of 350+ plus homes.
- A solid understanding of residential construction techniques and operational management, building codes and legislative requirements.
- Significant experience managing, monitoring and documenting workflow processes and developing process re-engineering improvements.
- Experience in managing risk and the ability to identify and mitigate risk through planning.
- Expertise performing as a member of Senior Management and contributing to the development of strategic business plans.
- Proven experience developing, implementing, monitoring operational plans & evaluating performance.
- Proven experience interpreting purchasing needs and making decisions on the acquisition of building construction materials and stock and working cooperatively with suppliers, employees and customers across a broad range of expertise.
- Knowledge of finance, forecasting, and budgeting practices.



HOW TO APPLY

Applications should be addressed to Andrew Reed and Justin Hinora. Please visit henderconsulting.com.au to apply.

For a confidential discussion, please call (08) 8100 8827.

Please Note

Your application will be automatically acknowledged by a return email.