
Property Sales & Marketing Officer II

DEFINITION

This is professional work in the marketing and sale of City owned industrial/commercial and multi-family properties and/or supervisory work involved with the management of the Residential Sales Unit.

Work of this class involves the timely and efficient marketing and sale of City owned industrial/commercial and multi-family properties within the constraints of prevailing marketing conditions and approved policies and procedures. An employee in this class is responsible for the entire process including initiating contact with a prospective purchaser, negotiating an agreement, ensuring proper approvals are obtained, preparing all documentation and closing the file and/or supervising the Residential Sales Unit. The employee is expected to apply independent professional judgement in completing assignments and resolving problems.

Work is subject to review by professional supervisors. Work of this class differs from that of a Sales and Marketing Officer I by the more complex nature of industrial/commercial and multi-family sales and/or the responsibility for the supervision of the Residential Sales Unit.

TYPICAL DUTIES*

Formulates marketing and sales strategies within the parameters of marketing and sales policies and recommends change to the annual property sales and market plan.

Negotiates and markets a wide variety of property.

Prepares tender information packages on selected and approved properties, arranges for media advertising, disseminates information to prospective purchasers and co-ordinates tender openings.

Documents land sales transactions.

Reviews appraisal reports and recommends sale prices. Receives and deposits sales funds.

Appears as an officer for the City before boards or hearings.

Reviews and prepares legal documents to ensure they reflect sales conditions and terms of payment.

Reviews and monitors all land conveyances for proper transfer.

Prepares bid recommendation reports, sales reports, negotiating reports and revenue forecasts. Develops and implements promotional and advertising programs.

Supervises the residential sales function and performs the more difficult negotiations with prospective purchasers including most multi-residential properties.

Performs related duties as required.

KNOWLEDGE, ABILITIES AND SKILLS

Considerable knowledge of local, provincial and national economics and markets as well as the social and economic facilities and services required by industry and commerce.

Considerable knowledge of sales and marketing techniques.

Knowledge of market sales data for use in sales negotiations of City owned land.

Considerable knowledge of all current and relevant provincial and municipal laws, rules, regulations and procedures pertaining to the sale of City owned land.

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

Ability to understand and execute oral and written instruction and to interpret sales documents.

Ability to express ideas effectively orally and in writing.

Ability to plan, organise and supervise the work of subordinates.

TRAINING AND EXPERIENCE REQUIREMENTS

Job Level

University graduate in Commerce, Urban Economics or related discipline, and the FRI designation, or related designation as obtained from the Real Estate Institute of Canada; and five (5) years' progressively responsible experience in the marketing of industrial/commercial properties.

** 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	0589			

Last Updated:
Previous Updates:
Originated: 1991-06