



MEDWAY
DEVELOPMENT COMPANY

Medway Development Company Ltd

Head of Lettings, Sales & Marketing

Recruitment Pack

Thank you for your interest in the role of Head of Lettings, Sales and Marketing with Medway Development Company Limited.

On the following pages, you will find details of the role and the organisation to assist you in completing and tailoring your application.

To apply, we will need the following from you:

- An up to date CV covering your current/most recent roles, skills and experiences. Please try to keep to 2 pages (3 at most).
- A supporting statement of no more than 2 sides outlining your motivation setting out why you are interested in this role and what you would bring to it.

Please make your application through our recruitment partners Ocean Edge Executive Search online at www.oceanedge.biz/MDC

You will need to complete the application form and upload your CV and supporting statement.

Please ensure you make your application in good time: The role closes on **Friday 6 March, 2026**. Interviews will be held week commencing 16 March 2026.

If you have any queries please contact Ocean Edge Executive Search on 023 8000 1153.



About Medway Development Company

Medway Development Company (MDC) was established by Medway Council to deliver high quality residential and commercial developments as part of its wider regeneration programme.

As one of the largest regeneration areas within the Thames Gateway, Medway Council's ambitious multi-million-pound plans include delivering thousands of new homes, creating jobs, and revitalizing its urban centres and waterfronts, aiming to become a leading economic and university hub.

Reinforcing economic growth and revitalising areas through new homes is an integral part of the regeneration scheme, and the council agreed £120 million to fund MDC's programme.

Since MDC commenced operations in 2019, 375 homes have been successfully completed and a further 380 homes are secured for delivery over the next five years, with additional pipeline schemes under review that could increase our outputs by a further 790 homes.

The future for Medway is exciting and with a strong pipeline and ambitions for sustainable, strategic growth, two experienced Non-Executive Directors are being sought to join the Board and support the business through its next phase of development.

For further information please visit www.medwaydevelopmentcompany.co.uk

Strategic Objectives

- Deliver high-quality, well-designed housing
- Support area-based regeneration and town centre renewal
- Enable the delivery of affordable housing
- Maximise financial returns for reinvestment
- Identify and secure future growth opportunities
- Foster local pride, wellbeing and economic opportunity



Current Projects and Impact

MDC has already delivered a number of high-profile regeneration schemes, contributing directly to housing supply and place-making across Medway.

- **Chatham Waterfront**
A flagship riverside development delivering 182 new homes, commercial units and public realm improvements at the heart of Chatham.
- **Mountbatten House**
The transformation of a landmark building into 164 high-quality residential units with vibrant ground-floor commercial space.
- **Garrison Point**
A modern residential development providing high-quality homes and enhancing housing choice within Medway.

Local Employment and Economy

MDC places strong emphasis on local economic benefit. Currently, 60 Medway residents are directly employed on MDC development sites, helping to ensure regeneration investment supports local prosperity.

An exciting future

Medway 2035, the area's regeneration framework, focuses on destination-making, housing delivery, business growth, innovation, skills development and sustainable infrastructure. The Council estimates the delivery of **30,000 new homes**, underlining the scale and importance of MDC's role within this agenda.

Governance and Board

Medway Development Company is governed by a Board that brings together senior executives and Non-Executive Directors with experience in property development, regeneration, commercial strategy and governance.

The Board provides oversight, strategic counsel and constructive challenge, ensuring robust leadership and delivery of the Company's objectives while maintaining appropriate accountability to its shareholder, Medway Council.



Head of Lettings, Sales & Marketing Role Profile

- **Location: Chatham, Kent**
- **Salary: Up to £70,000 plus performance related bonus (OTE year one £72,000-£82,000)**
- **Closing date: Friday 6 March 2026**
- **Permanent Role**
- **37 hour working week Monday – Friday (expected to be 4 days in the office).**

Medway Development Company Ltd is seeking a Head of Lettings, Sales & Marketing, reporting to the Development Director. This is a key member of the MDC senior management team. MDC is expected to grow with an expanding pipeline and the position offers the opportunity to develop to a Director level of responsibility.

The Role

Strategically direct and lead the Sales & Marketing programme ensuring optimum performance and delivery of the MDC sales offering. This will include private sale, PRS, shared ownership sale, resales and staircasing and other Government First Time Buyer initiatives

Oversee and manage all delivery areas of the sales process, ensuring optimum performance in customer service standards.

Oversee and manage the resale & staircasing function maximising income for MDC.

Develop and foster constructive working relationships with MDC's business partners internally and externally, in order to facilitate and promote the work of MDC and attract new business.

Key Responsibilities

- Strategically direct and lead the MDC sales function towards achieving maximum performance in delivery of the sales programme, overseeing and managing all delivery areas.
- Drive forwards marketing and advise on wider strategic approaches to maximise value uplifts as part of MDC's regeneration remit as well as implementing proposals that promote PRS activities.
- Work with the Development Director to set key performance indicators and targets to ensure delivery of an optimum sales programme is achieved.
- Manage and handle any performance related issues in a professional, proactive and effective manner.



- Develop and foster constructive working relationships with MDC's business partners internally and externally to facilitate and promote MDC and attract new business.
 - Act as a strategic interface within MDC, facilitating the improvement or development of existing services and initiatives.
 - Liaise with Homes England, and other external bodies to maintain a sound knowledge of the housing market, affordable home ownership and new initiatives and programme issues. Have a keen sense & understanding of their IMS platform.
 - Working with the Finance Director, manage and provide financial reports providing sales & marketing statistics for Directors and Senior Management Team, to include monthly sales cashflow and forecasting reports and contingency planning.
 - Co-ordinate liaison meetings to discuss current and future schemes with Development Director and Head of Construction, including Project Managers, to develop marketing strategies, select appropriate price-point specification and provide a guide on values and market demand.
 - Work in collaboration with Development Team to ensure all schemes adhere to the current design brief and attend site meetings to ensure delivery.
 - Contribute to scheme viability reports, using knowledge and experience to ensure all factors are taken into account to maximise income and minimise costs.
 - Ensure high quality staff are recruited, and connections are maintained for potential future recruitment opportunities.
 - Manage, lead, motivate and communicate with staff to ensure they are fully motivated to achieve best performance. The role is expected to line manage a small sales team which is anticipated to grow.
 - Setting annual sales and letting targets in consultation with the Development Director.
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Person Specification

About you:

We are looking for an experienced, decisive and strategic sales professional with excellent sales, communication and customer care skills. You will be able to work at a senior level and have previous experience of presenting to Boards and external stakeholders. You will have excellent business acumen and knowledge of the development process in regards to new-build projects. Have a confident and assertive approach, able to contribute positively to the Senior Management Team.

You will be able to work positively with the Development Director to ensure sales risk is effectively addressed and minimised. You'll really impress us with your background in leading and delivering high quality services for customers within a developing housing association or private developer environment. If you believe this is the job for you, then we would love to hear from you.



Essential:

- Experience of working at senior level with a diverse client base within a client facing housing management/sales setting.
- Experience of working in a fast-paced environment with conflicting priorities.
- Experience of delivering satisfaction improvements.
- Experience working at senior level within a Main Contractor/Developer and/or Housing Association/Registered Provider.
- Demonstrates excellent business acumen and strategic thinking skills.
- Experience of leading high-profile sales function.
- Strong organisational skills.
- Ability to work under own initiative and manage time effectively, especially in a fast-paced environment.
- Flexible and adaptable to changing requirements.
- Excellent verbal and written communication.
- Willingness to meet the needs of the wider team as and when required.

What We Offer

- £60,000 – £70,000 basic salary
 - Performance-based bonus with realistic year one OTE of £72,000 – £83,000
 - Hybrid working (4 days office-based)
 - Pension contributions equivalent to the Local Government Pension Scheme
 - 27 days annual leave plus Bank Holidays
 - Ongoing training and development
 - Clear opportunity to progress towards Director level responsibility
 - The opportunity to play a pivotal role in the regeneration of Medway
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How to Apply

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