

propertymark

## APPOINTMENT OF CEO

### APPOINTMENT BRIEF 2020





## AN INTRODUCTION

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Propertymark is the largest professional association for sales and letting agents in the UK and supports its members by lobbying and responding to government consultations with a coordinated voice. As the industry-leading body, the group's business is to represent its members to the public, Parliament and other relevant stakeholders; and to promote unity and understanding amongst sales agents, letting agents and other property professionals. Its core objectives are to raise standards in the industry and to protect the consumer.

Propertymark launched in February 2017 combining ARLA, NAEA, NAVA, ICBA, APIP and NFOPP Awarding Body into a single brand in order to achieve a greater consumer awareness. The combined organisation focusses on helping people buy, sell and rent their treasured homes, protecting and guiding consumers in property transactions and all of its property experts meet higher standards than the law demands.

Propertymark is a significant contributor to government considerations and consultations on developing legislation, and seeks to ensure it is a major player in future regulation of the industry. Propertymark will continue to be a regular presence at government working groups specifically, amongst other aspects, on Regulation and Anti Money Laundering controls.

Propertymark protect consumers and their money by holding its members accountable and empowering customers with knowledge and advice. It aims to reassure all of those renting and letting out property that estate agents, letting agents as well as auctioneers who display the 'Propertymark Protected' logo are actively ensuring maximum protection for their clients.

Today, housing and housing services provides 17-18% of UK GDP; as the largest professional association for sales and letting agents in the country, Propertymark occupies a unique role in a sector critical to the resilience and future success of 'UK plc'. It participates actively in industry groups and working parties, and provides a comprehensive programme of training courses backed up by Ofqual-approved qualifications.

What sets Propertymark members apart?

- Backed by a Client Money Protection (CMP) scheme
- Experienced and trained professionals who are required to undertake regular training
- Kept up to date with complex legislative changes and best practice
- Submit independently audited financial accounts to Propertymark
- Checked to ensure they meet all legal obligations
- Adhere to a nationally recognised Code of Practice
- Hold professional indemnity insurance

## A challenging landscape

Propertymark operates at the nexus of a fast-paced and ever-changing industry which is facing challenging times. A difficult market and widely-reported and prolonged uncertainty over Brexit have stunted sales. The lettings sector, although an increasingly important facility for providing accommodation for all sections of society, has seen – and will continue to be subject to – major changes in legislation. The consequences of these factors are difficult to assess although there is evidence to suggest that consolidation within the industry and closure of businesses will be a possible result; this potentially could have a knock-on effect on Propertymark membership. However, the pace of change in the industry and other forthcoming legislation could have a very positive influence on membership of Propertymark. New legislation around anti-money laundering and regulation could lead greater numbers of new members seeking membership and the benefits of advice and support Propertymark offers.

## Looking ahead

This is also a deeply exciting and pivotal time for Propertymark, as it seeks to meet its strategic plan to become “one Propertymark”, and integrate ARLA (Association of Residential Letting Agents), NAEA (National Association of Estate Agents) and other brands into a unified structure.

Central to the future success of Propertymark is an ambitious programme of transformational change, which will see the organisation building on its strong foundations to shape the future culture of the organisation, and ensure the highest standards are met internally and externally, with the consumer at the heart of everything it does. Operating in a fast-evolving sector anticipating a number of significant legislative changes – including a new regulatory regime which is due to come into effect in the near future – Propertymark has the chance to consolidate its position as the industry-leading body, by capitalising on the opportunities such changes will bring.





# THE ROLE

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A newly created role, the Chief Executive Officer (CEO) will be pivotal in ensuring Propertymark meets its strategic plan to become “one Propertymark”, unifying the organisation through the merging of working divisions known to the industry as ARLA (Association of Residential Letting Agents) and NAEA (National Association of Estate Agents).

Not only will this role lead on transformation and change the way in which the organisation operates, it will play a lead role in shaping the culture of the organisation ensuring the highest of standards are met both internally and externally with its members and stakeholders, placing the consumer at the heart of what it does.

The CEO is responsible for the overall success of Propertymark and its subsidiaries and is responsible for leading the execution of long-term strategy in line with the company vision and values.

They will report into the Chair, and work with the Board of Directors which is currently made up of member volunteers and Non-Executive Directors. The CEO for Propertymark will also be an active member on the Board.

Following the recent announcement from Government confirming that the sector will become regulated, Propertymark needs to ensure that it maintains its professional body status as well as taking advantage of the opportunities regulation will bring. The successful candidate will therefore be able to operate effectively in a changing political landscape.

## Main Duties and Responsibilities

- Lead the organisation and provide clear direction and vision for staff, partners and all stakeholders;
- represent Propertymark as its main spokesperson;
- engage with government entities, members and the public – an outward voice to its members, consumers and all appropriate stakeholders;
- shape and implement the company’s vision, values and 3-year strategy;
- evaluate work against set objectives of other executive leaders within the company, including direct line management of the SMT, and input into the work of the vice presidents, and presidents as necessary;
- maintain awareness of the competitive market landscape, expansion opportunities, industry and sector developments, etc;
- assess risks to the company through proactive review and assessment of the company’s risk management procedures, ensuring an up to date risk register and appropriate mitigation plans in place;
- set strategic goals through the development of in-year business plans and the delivery of the strategic and operational objectives: performance at an operational level should be measurable and describable throughout the all departments ensuring alignment to the overall vision;
- have overall responsibility for improving turnover and profit of the organisation; and
- be responsible for setting membership growth targets and increased consumer awareness targets through agreed initiatives.

## Key working relationships

- Board of Directors;
- members of committees such as Audit Risk and Remuneration and advisory boards for lettings and sales;
- SMT Members (currently made up of 2 Divisional Chief Executives, Head of Finance, Operations and HR);
- government stakeholders;
- members / member representatives; and
- PR Company.

# PERSON SPECIFICATION

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The successful candidate will be a dynamic, communicative and commercial leader, capable of leading the organisation towards 'one Propertymark', capitalising on opportunities to bolster its position as a leader and voice of authority in the sector. Candidates will bring substantial experience of strategic leadership at a comparable scale to Propertymark. Specifically, s/he will bring skills and experience in all or most of the following key areas:

## Experience and knowledge

- Leadership
  - proven senior leadership experience in a complex stakeholder environment;
  - demonstrable experience in leading an organisation and its people through a period of transformational change; and
  - proven ability to lead by example and create a solid culture that is embedded throughout the organisation and extends to its members so that the consumer receives the highest standards possible.
- Communication
  - excellent communication skills with the ability to build long-term relationships internally, in industry, and with key government stakeholders; and
  - external/public speaking experience.
- Transformation
  - proven successful record of strategic leadership;
  - visionary, creative and able to adapt the strategy in accordance with the changing sector and forthcoming legislation; and
  - experience of having led a number of successful change programmes.
- Corporate governance
  - experience of working with boards and committees;
  - able to review the current governance structure and influence changes in the way that the organisation operates, applying Nolan's principles; and
  - able to assess risk, ensuring regular review to mitigate and minimise the impact on the business.
- Financial/commercial
  - excellent financial and business acumen; and
  - a good understanding of financial management and controls and processes to ensure financial security, sustainability and compliance.
- Specialist knowledge
  - experience in the sector is not a requirement; however, candidates will be expected to bring a demonstrable interest in and/or passion for the sector; and
  - it will also be advantageous for candidates to have experience in, or an understanding of, regulation and professional membership bodies.

## Skills and personal qualities

- Intellectually strong;
- inspirational and dynamic;
- highly motivated at all times and able to motivate others;
- entrepreneurial;
- driven and determined;
- collaborative and inclusive, capable of creating a high-performing and engaged organisation; and
- self-aware and able to adapt to changing situations.

# TERMS OF APPOINTMENT

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Remuneration: competitive, reflecting the seniority of the role and dependent on skills and experience.

Location: Propertymark has its headquarters in Warwick and an office in London, and it is anticipated that the CEO will split their time appropriately between both. There will be a significant national travel component to the role.

# HOW TO APPLY

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Candidates should apply for this role through our website at [www.saxbam.com/appointments](http://www.saxbam.com/appointments) using code **JAIAOA**.

Click on the '**apply**' button and follow the instructions to upload a CV and cover letter, and complete the online equal opportunities monitoring\* form.

The closing date for applications is noon on **Tuesday 4 August 2020**.

*\* The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.*

## GDPR personal data notice

GDPR personal data notice According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please **do not** include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.