



Hexagon

Sales Executive 12 Month Fixed Term Contract

Recruitment Pack

February 2026



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Welcome letter

February 2026

Dear Candidate

Sales Executive

Thank you for your interest in working for Hexagon Housing Association.

If you require a copy of this document in an alternative format please contact us on the details below.

As a provider of high quality housing and care services, we believe it is important to recruit talented individuals who share our vision to be the provider of choice.

We know that attracting and keeping the best people is the most effective way to build a successful business, so we are committed to investing in you and your future, offering a competitive remuneration package and providing extensive learning and development opportunities throughout your career.

This pack gives background information on Hexagon and the role you are applying for. Please make sure your application reaches us by **Sunday 1st March 2026**.

You will be contacted within ten working days of the closing date if you have been shortlisted. If we do not contact you, then please assume that you have been unsuccessful on this occasion.

Please note we do not accept CVs. Applicants must fully complete our online application form.

Good luck!

Hexagon Human Resources

Tel: 0208 768 7941

Email: recruitment@hexagon.org.uk

Web: www.hexagon.org.uk/careers

About Us

Hexagon Housing Association owns and manages approximately 4200 homes in south-east London and Kent. Most of our stock is general needs housing but our portfolio of shared ownership and leasehold housing is growing. We also have over 300 homes in Supported Housing schemes, about two thirds of which we manage ourselves and one third is managed by Supported Housing agencies. Co-operative managing agents manage about 300 of our general needs rented homes.

Our partner boroughs are Southwark, Lewisham, Greenwich, Bexley and Croydon, with a small number of homes in Bromley and Kent. We are building new homes for rent and shared ownership, currently mostly in Southwark, Croydon and Bexley. Our shared ownership and leasehold portfolio is expanding and is expected to continue to grow in the future.

Our homes include all types ranging from modern purpose built blocks of flats, through to Victorian houses converted into flats and houses. We do not manage any large estates – our biggest single estate is 100 flats – but we do manage a number of small estates and blocks.

As an organisation, we are concerned with people, their homes and communities. We make good quality, affordable housing and services available to people in South London, and work to extend opportunities and improve the neighbourhoods they live in.

Like all housing associations, Hexagon is a not-for-profit organisation and is regulated by the Regulator of Social Housing (RSH).

Hexagon currently employs 120 staff. We recognise the importance of making Hexagon a great place to work and are committed to continuously improving staff engagement. We are a certified Great Place to Work organisation with IIP Gold. All of our staff are based at our office in Sydenham SE26 and although the office will be your place of work, our expectation is that office and home working is blended to ensure that it works for both staff and the organisation.

Our values are designed to enable us to:-

Put our **C**ustomers at the heart of what we do

Appreciate difference

Be **R**esponsible (and accountable)

Empower our people



The Development & Sales Team

We are Greater London Authority (GLA) Investment Partners developing new homes in the London boroughs of Southwark, Lewisham, Greenwich, Bexley and Croydon.

We are completing delivery of just over 150 new homes over the next two years, largely funded by the GLA Affordable Homes Programme

Approximately 60% of the programme is shared ownership and the rest is for London affordable rent and social rent. We have a small number of outright sale homes too and there are also approximately 30 homes (shared ownership and outright sale) that remain to be sold from projects that have recently completed.

In addition to new build sales, the Sales team is also responsible for staircasing transactions and lease extensions.

The Sales team sits within the Development and Sales team, which currently comprises 2 Project Managers, an Interim Administrator, and a Senior Sales Executive.

We are looking for an experienced, versatile, solution focussed Sales Executive who has experience of both selling and staircasing shared ownership properties for Housing Associations or similar organisations.

Job Description

Job title: Sales Executive

Responsible to: Senior Sales Executive

Purpose:

- Effectively market Hexagon's home ownership properties. To ensure prompt sales within defined targets and to administer schemes in accordance with legislation, regulatory guidelines and Hexagon's policies and procedures.
- Provide a responsive and pro-active sales service in relation to RTA, SHB, staircasing and resales, and lease extension transactions.
- Support the wider Development Team as required.

Principle Accountabilities:

New Sale / Resale Administration

- Help maintain and develop an effective and efficient administration system that ensures customers receive a high level of assistance and advice throughout their purchase and achieve prompt completion of all legal matters.
- Arrange and conduct viewings in accordance with agreed procedure. Evening and weekend work will be required for viewings and exhibitions.
- Answer sales enquiries effectively ensuring marketing and scheme details are distributed in a timely fashion.
- Appraise applications to ascertain eligibility.
- Manage the reservations procedure in accordance with the Allocations Policy. Monitor progress of purchases, setting, monitoring and enforcing deadlines.
- Instruct conveyancing solicitors to act on Hexagon's behalf and monitor their performance against an appropriate brief.
- Ensure necessary scheme documentation is provided on time to solicitors by liaising with the Development Team. Produce timely reports to the Senior Sales Executive as required on the position of sales.
- Administer the set up and progression of resale enquiries and conveyancing, providing an efficient and cost-effective service to the leaseholder.

Staircasing

- In line with procedures, to administer these transactions in accordance with Hexagon's policy.
- Liaise with tenants, solicitors and mortgage lenders and internal colleagues etc to ensure an expedient process, managing any issues as they arise.

Right to Acquire / Social Homebuy

- In line with the Right to Acquire and Social Homebuy procedures, to administer these schemes in accordance with Hexagon's policy.

- Liaise with tenants, solicitors and mortgage lenders and internal colleagues etc to ensure an expedient process, managing any issues as they arise.
- Submit documentation to Head of Development /Development & Sales Director to enable timely grant claim submission.

Lease Extensions / Remortgaging

- In line with procedures, to administer these transactions in accordance with Hexagon's policy.
- Liaise with tenants, solicitors and mortgage lenders and internal colleagues etc to ensure an expedient process, managing any issues as they arise.

Marketing

- Assist in the production and distribution of marketing material, mailshots etc.
- In liaison with the Senior Sales Executive identify location and type of on-site marketing signage.
- Ensure site signage and good site presentation is maintained.
- Assist in the production of quarterly marketing reports including recommendations as required.

Building specification

- In liaison with the Senior Sales Executive and Development decide upon specification, show home and sales office provision for each development.

Market Research

- Carry out research to assist with viability assessments of future developments.

Other Duties

- Carry out any other related duties as assigned by the Senior Sales Executive or Development & Sales Director .
- Carry out all duties with full regard for and in accordance with relevant legislation, Hexagon's Health & Safety Policy, and Equality and Diversity Policy.

Notes

1. All tasks within this job description may be carried out on behalf of Hexagon Housing Association Ltd, it subsidiaries.
2. Post holders will always be consulted before job descriptions are amended.

Person Specification – Sales Executive

Skills Required	Level
Experience	Essential Proven background in residential sales or lettings gained via a housing association, estate agent private house builder or comparable similar marketing/sales activity. Desirable Experience in processing Right to Acquire, resales and/or staircasing applications for a housing association or similar organisation.
Skills/Knowledge/Abilities	Essential <ul style="list-style-type: none">• Sound knowledge of the property conveyance process.• A familiarity with The Consumer Protection from Unfair Trading Regulations and the Business Protection from Misleading Advertising Regulations• Basic understanding of housing and Landlord and Tenant/Leaseholder responsibilities as defined by the law.• Excellent communications skills, both verbal and written including ability to produce easily understood marketing material.• Able to remain calm in difficult situations.• Strong IT and word processing skills, with the ability to use databases and spreadsheets.• Methodical and well organised with good attention to detail and a clear ability to maintain accurate records of actions taken.• The ability to follow set procedures and ensure regulatory deadlines are adhered to.• Willingness to take on new ideas and take them through the initial stages of change.• Good numeracy skills Desirable <ul style="list-style-type: none">• Experience of shared ownership sales

Personal Qualities

- A personal “can do” attitude with a commitment to providing excellent customer service.
- High level of drive and determination.
- Demonstrable commitment to delivering excellent customer service, and a positive “can do” attitude.
- Full UK driving licence and has access to a car for work
- Able to work weekends and evenings as required.

You will only be short-listed from the details written on the application form if you meet all of the criteria ranked as Essential.

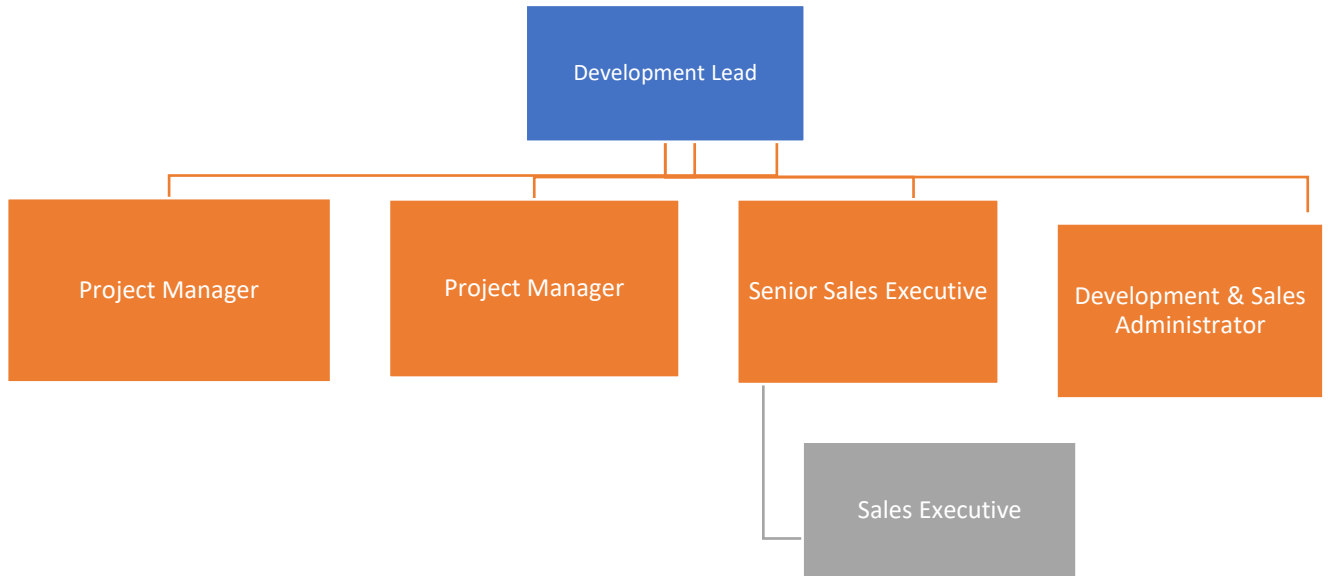
Our Culture Web and CARE Behaviours



Cultural Behaviours Matrix

Values	Customers at the heart	Appreciating difference	Responsible & accountable	Empowering people
All staff	<ul style="list-style-type: none"> Be polite Keep your promises Communicate updates regularly Listen and show empathy Be solution focused with a 'can do' attitude Ask and act on feedback from customers 	<ul style="list-style-type: none"> Seek to understand difference Treat people as individuals Be self-aware of own bias Be non-judgemental Be respectful 	<ul style="list-style-type: none"> Don't blame, just explain Don't pass the buck Acknowledge and follow up emails/queries within agreed times Keep calendar presence up to date Respect others' time 	<ul style="list-style-type: none"> Share skills and good practice Collaborate and work as a team Attend job/person centred training Be trusting and trustworthy Be constructive Ask for what you need to do your job
Managers	<ul style="list-style-type: none"> Embed the CATH principles Take ownership for customer experience Learn from customer feedback Listen and take action 	<ul style="list-style-type: none"> Be aware of individual staff traits Respect different ways of working Be flexible in setting objectives Be fair and equitable to all team members 	<ul style="list-style-type: none"> Listen to staff and explain when making changes Set intelligent SMART objectives Recognise achievements Be consistent Be results focused Put policies/procedures in place and make sure they are followed 	<ul style="list-style-type: none"> Promote ongoing learning for team members Set clear priorities and expectations Be supportive and flexible Step in with support when resolution is needed
Directors	<ul style="list-style-type: none"> Consider the impact of decisions on customers Be seen to be listening Be close to the 'frontline' Be strategic, seeing the bigger picture Guide change 	<ul style="list-style-type: none"> Be a champion and voice of diversity Be accessible and approachable Be fair in conflict resolution Set a positive performance management framework that recognises difference 	<ul style="list-style-type: none"> Set realistic but stretching objectives Be visible and interact with staff/residents Be honest and transparent Be open to constructive feedback 	<ul style="list-style-type: none"> Set clear direction and delegate Lead by example Get to know and value your people Provide recognition

Organisation Chart – Development & Sales Team



Principal terms and conditions

(For information purposes only)

Working for Hexagon

We pride ourselves on providing a working environment which allows people to enjoy what they do, develop their skills and fulfil their potential. We are accredited by Investors in People with Gold status, demonstrating our commitment to the development of our staff. We offer excellent conditions of employment, and training programmes.

1. Position

Sales Executive (12-month contract)

2. Remuneration

£35,340 - £39,268 depending on experience + Essential Car User Allowance

3. Our generous range of benefits includes:

Core Benefits

- Defined Contribution Pension scheme.
- Career break scheme.
- Excellent Employee Assistance Programme (EAP)

Work life balance

- Hybrid Working/TOIL.
- Maternity, paternity & shared parental leave.
- Adoption Leave.
- Carers Leave.

Other Benefits

- Salary Sacrifice – Gym Membership Scheme.
- Salary Sacrifice – Car Leasing Scheme.
- Salary Sacrifice – Computer Scheme
- Season Ticket Loan
- Cycle 2 Work Scheme
- Private Medical Insurance

Rewarding our staff

- A comprehensive corporate training and development plan.
- Fully comprehensive induction and training for all employees.
- Staff Excellence Awards.
- Social Events.

4. Annual Leave

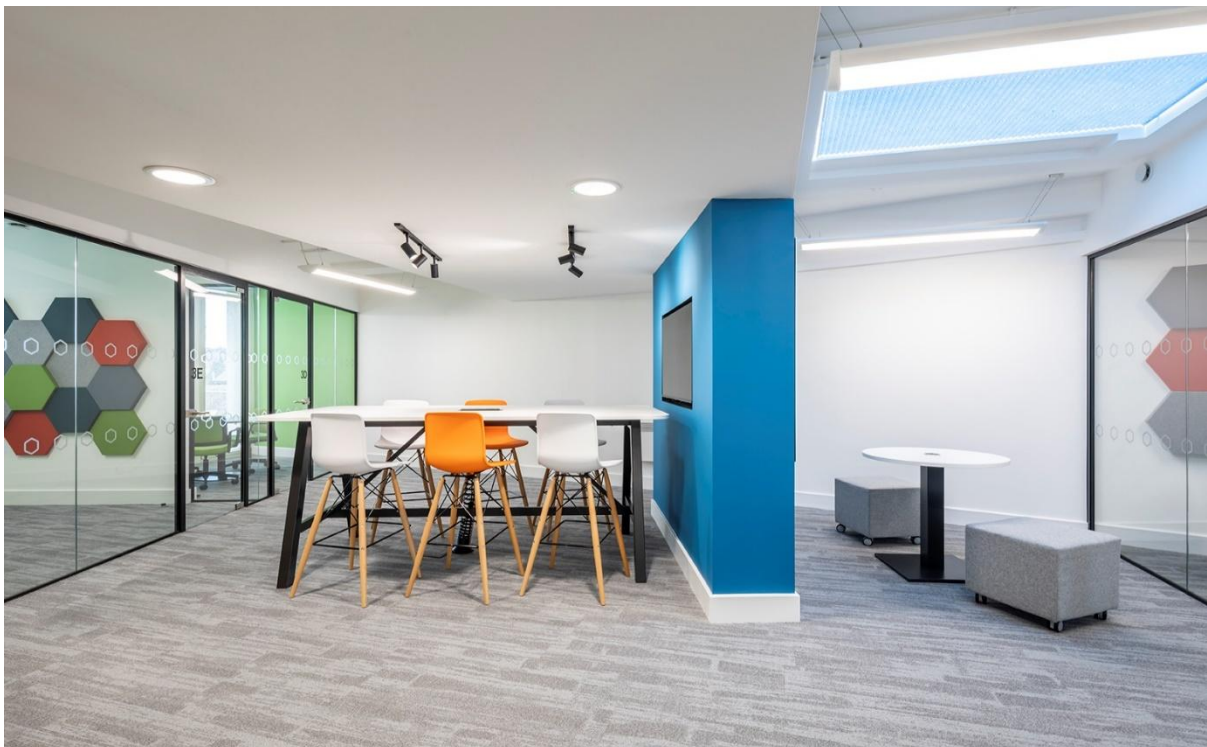
26 days plus 8 public holidays increasing by 1 day per annum up to 31 days.

5. Location

Your normal place of work will be our head office at 130-136 Sydenham Road Sydenham, London SE26 5JY. Arrangements for Hybrid Working (office/home) will be discussed with the successful candidate.

6. Working hours

Full time – 35 hours per week (minimum 2 days per week to be worked in the office)



A workspace at our Sydenham Road Office

The Advertisement

Sales Executive – 12 month fixed-term contract
£35,340 - £39,268 plus Essential Car User Allowance
Full-time – 35 hours per week
South East London (Hybrid Working)

Hexagon is an innovative and responsive housing association working in partnership with a range of local authorities to meet housing needs across Southeast London. With a turnover of £40m, 120 staff and over 4,000 homes, Hexagon is continually improving the quality and range of our affordable homes and services.

As an organisation we are concerned with people, their homes, and communities. We make good quality, affordable housing, and services available to people in the local areas we serve, and work to extend opportunities and improve the neighbourhoods they live in.

Are you interested in making a difference to the lives of people in South East London? We are completing delivery of circa 200 new homes over the next two years, largely funded by the GLA Affordable Homes Programme (2016-21)

Approximately 60% of the programme is shared ownership and the rest is for London affordable rent and social rent. We have a small number of outright sale homes too.

Based in our Development and Sales Team, reporting to the Senior Sales Executive, you will assist with marketing and selling our sales programme, across shared ownership and outright sale homes.

You will develop and deliver an effective, customer orientated service, supporting purchasers through the buying process.

Your involvement will be from the inception of sites through to sale completion, organising viewings, advising on marketing aspects, show homes and design and specification of new homes to ensure maximum sales values.

With a proven background in residential sales or lettings, and a sound knowledge of the property conveyance process, you will also have excellent communication, customer service and organisational skills. A full, clean driving licence and access to a vehicle are essential. Experience of processing Right to Acquire, resales and/or staircasing applications for a housing association or similar organisation would also be desirable.

This role presents a brilliant opportunity to further your career with a dynamic Great Place to Work accredited company with IIP Gold, that is committed to employee engagement, values its staff and provides a work environment that is built on flexibility, empowerment, and a commitment to support you to be the best that you possibly can. If you want to work with a fantastic team and feel proud of the contribution that you make each day, then we very much want to hear from you.

We will offer you training and supervision to help you achieve your full potential, and an excellent package including private medical insurance, pension scheme with 3 x salary life assurance, flexible

hybrid working (minimum expectation is 2 days per week office based), and 26 days annual leave rising one day per year to 31 days.

For further details and how to apply, please visit our website at www.hexagon.org.uk. No agencies

Closing Date: Sunday 1st March 2026

Interviews will be held in person on Thursday 12th March 2026

We are committed to building a diverse workforce and making Hexagon an inclusive place to work where everyone can be themselves and feel valued for their contribution.

Accessibility and Adjustments

We are committed to providing reasonable adjustments throughout the recruitment process to ensure inclusivity. If you have any specific requirements, please contact recruitment@hexagon.org.uk

Key dates and the selection process

Closing date:	Please make sure your application is submitted by – Sunday 1st March 2026
Short listing:	Thursday 5th March 2026
Interviews:	Will be held face-to-face at our offices in Sydenham SE26 on Thursday, 12 March 2026 With Panel members Senior Sales Executive & HR & Facilities Officer



Hexagon Housing Association Ltd

We're Great Place to Work-Certified™!

94%

of our employees said that when you join the company, you are made to feel welcome

Source: 2024 Great Place To Work Trust Index® Survey