



Hexagon

Development, Sales & Major Projects Director

Recruitment Pack

July 2026



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Welcome letter

Dear Applicant,

I am very happy that you are considering this opportunity to join our Executive Team as our new Development, Sales and Major Projects Director.

Hexagon is an ambitious organisation, keen to do all we can to meet housing need in South London. We provide 4,500 homes across six key boroughs. We have a regulatory grade of G2, V2, and C2 which means we are compliant but there are some areas for improvement.

We are Investors in People Gold and accredited as a 'Great Place to Work' with an average score of 68%. Staff consistently say they really like working here, as I do. We have flexible hybrid working requiring a minimum of two working days based in the office.

Like many London housing associations, we have reduced development activity and increased investment to ensure our current homes are safe and in decent condition. Over the next five years we plan to develop and/or acquire just over 300 new homes. Around 53% will be for shared ownership, less than 2% for private sale, and 45% for social rent. You will have a small sales team who are responsible for market sales, first tranche shared ownership sales, and upward shared ownership staircasing. Your team will be influential in building our financial strength so we can do more.

We have extended the brief to add major projects like our building remediation programme. We have completed remediation on our 18m+ buildings and have commenced the first wave to remediate 11-18m buildings.

We are also reviewing our operating model and anticipate that you will work collectively with the executive team to enhance our systems, processes and work culture.

You will need resilience and drive, to be able to work through complex projects with internal teams and external partners. You will have a good track record in delivering affordable homes with a good understanding of the sales process. Experience of delivering major projects will be an advantage.

I hope we have provided you with enough information to encourage your interest in this role. If you meet the profile, we would love to hear from you.

Yours sincerely,
Sheron Carter
Chief Executive

Your Application

Dear Candidate

Development, Sales & Major Projects Director

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

This pack gives background information on Hexagon and the role you are applying for. Please make sure your application reaches us by Tuesday 4th August.

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.

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

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 ExecutiveTeam



Sheron Carter – Chief Executive

Sheron joined Hexagon in June 2022. Sheron is an experienced executive with a strong track record spanning 38 years in social housing and the charity sector. Sheron previously led three housing associations as Chief Executive and a charity as its Managing Director. Sheron's leadership roles have given her a good grasp of social housing operations, customer service, resident engagement, diversity and inclusion, governance, regulation, corporate strategy, business planning, and strategic partnerships.

Throughout her career, Sheron has enjoyed helping organisations through challenging times and raising organisational confidence to achieve ambitious goals.



Ali-Jarar Shah – Finance & IT Director

Ali joined Hexagon on 2 January 2024. Ali is a qualified accountant with significant financial experience in the social housing sector. He has held roles with Catalyst Housing, Buckinghamshire Housing Associations and was most recently the Director of Finance at Teachers' Housing Association where he was responsible for a range of disciplines including finance, IT and human resources. Ali currently sits as Chair of the Audit and Risk Committee at Innisfree Housing Association.

Ali formerly worked in the auditing field including a stint with one of the big four accountancy firms. He also worked with the Regulator where he led the process for designing and implementing the new financial viability assessment that is

used to evaluate the financial viability of all registered providers within the sector.



Stephanie Turton – Operations Director

Steph has worked in the Social Housing sector for almost 20 years in a variety of roles across supported housing, leasehold, general needs, and mixed tenure stock portfolios. Her recent roles have included working for large organisations leading the Housing and Neighborhoods teams, as well as overseeing colleagues in Property and Customer services to ensure excellence in service delivery for customers in London.



Jennifer Currier – Interim Development Lead

Jennifer joined Hexagon in November 2024 from Qualis Commercial where she was Head of Development. Jennifer has extensive housing development experience having worked in local authorities and housing associations.

Jennifer is responsible for providing excellent leadership to the Development and Sales Teams, ensuring all on site projects are delivered on time and within budget.

Job Description

Job title: Development, Sales & Major Projects Director

Responsible to: The Chief Executive

Responsible for: Project Managers, Senior Sales Executive, Development & Sales Administrator

Purpose: To shape and lead a dynamic, creative and ambitious team that will deliver our goals for new development, sales, and major projects

Principle Accountabilities:

Leadership

1. Provide clear, visible, and effective leadership aligned to our CARE values, ensuring the team is managed and supported to deliver to the best of their ability.
2. Work collectively with the Directors Group to ensure Hexagon's strategic and operational objectives are met, risks are well-managed, effective controls are in place, and the Association remains viable.
3. Develop and implement timely strategies, policies, and procedures for development, sales and major projects, keeping staff informed of changes and providing training when required.
4. Prepare and present good quality reports as required to enable good governance and sound decisions.
5. Ensure robust financial management of all projects including income/expenditure forecasting, development cashflow, and budget management.
6. Build and maintain good relationships with delivery partners, local authorities, consultants, contractors and funding bodies
7. Ensure the proper appointment of consultants and contractors in line with the Association's Procurement Policy, ensuring standards of probity are maintained in the procurement of works and services
8. Ensure effective project and contract management is consistently delivered by all team members.

Development

9. Develop/update and implement the Development Strategy to build capacity to increase the number of new homes.
10. Develop partnerships for effective delivery of good quality, sustainable homes, ensuring the safety, buildability and saleability of homes developed or acquired
11. Complete legacy schemes and ensure new homes are delivered on time and within budget.
12. Identify future development opportunities, assessing the commercial potential of all sites.
13. Oversee the submission of tenders for new sites in line with the Development Strategy.
14. Maintain a good relationship with the GLA to manage grant claims and refunds, to keep them updated on programme delivery, and to ensure Hexagon receives a satisfactory audit result.
15. Ensure defects are dealt with within the Association's target times, and that latent defects are managed effectively.
16. Undertake development activity for the Horniman subsidiary as noted in the intra-group agreement and in accordance with the Association's agreed strategy.

Sales

17. Develop and implement the Sales and Marketing Strategy and ensure tailored strategies are developed for each scheme.
18. Ensure outright sale, shared ownership, and upward staircasing sales are delivered within target timescales.
19. Undertake sales activity for the Horniman subsidiary as noted in the intra-group agreement and in accordance with the Association's agreed strategy.

Major Projects

20. Manage major building remediation and projects on time and within budget.
21. Seek and secure funding for major projects including recovering costs from original constructors for building remediation works.
22. Manage exceptional projects where there is complex third-party interests or risks

General

23. Represent Hexagon at external meetings as required.
24. Act always in accordance with Hexagon's published policies and procedures.
25. Maintain high standards of probity and confidentiality.
26. Take responsibility for self-development, attending training, supervision,

appraisals, team meetings and staff conferences as required.

27. Carry out all other duties as may be reasonably be assigned

Notes

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

Person Specification

Skills Required	Level
Work Experience	Essential Successful track record of delivering complex affordable housing programmes and major projects in London Senior management experience at head of service level or above Experience of developing and effectively implementing development strategies Experience of successfully generating new business including acquisition of section 106 Successful track record of securing development funding
Skills/Knowledge/Abilities	Essential Proficient in development finance monitoring and reporting, including use of appraisal systems (e.g. ProVal, PamWin) and cashflow monitoring systems (e.g. SDS Sequel) Good understanding of sales strategies and process for residential and commercial properties in the social housing sector Highly literate and numerate with excellent communication skills Good knowledge of GLA funding requirements, procedures, processes and systems
Personal Qualities	Essential An effective leader with good interpersonal and people management skills Demonstrates our CARE values
Qualifications	Relevant professional qualification e.g. RIC, CIH, CIOB

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

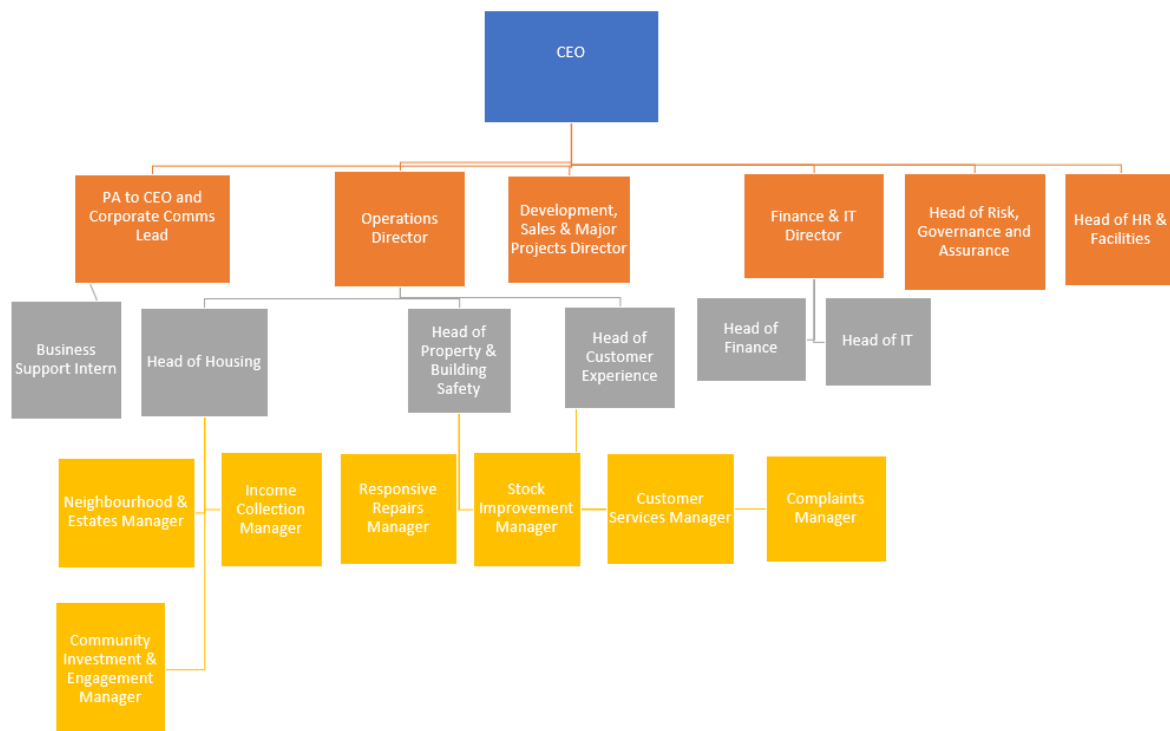
Our Culture Web and CARE Behaviours



Cultural Behaviours Matrix

Values	Customers at the heart	Appreciating difference	Responsible & accountable	Empowering people
All staff	- 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	- Seek to understand difference - Treat people as individuals - Be self-aware of own bias - Be non-judgemental - Be respectful	- 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	- 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	- Embed the CATH principles - Take ownership for customer experience - Learn from customer feedback - Listen and take action	- Be aware of individual staff traits - Respect different ways of working - Be flexible in setting objectives - Be fair and equitable to all team members	- 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	- Promote ongoing learning for team members - Set clear priorities and expectations - Be supportive and flexible - Step in with support when resolution is needed
Directors	- 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	- 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	- Set realistic but stretching objectives - Be visible and interact with staff/residents - Be honest and transparent - Be open to constructive feedback	- Set clear direction and delegate - Lead by example - Get to know and value your people - Provide recognition

Organisation Chart – Management 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

Development, Sales & Major Projects Director

2. Remuneration

Salary c£115

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

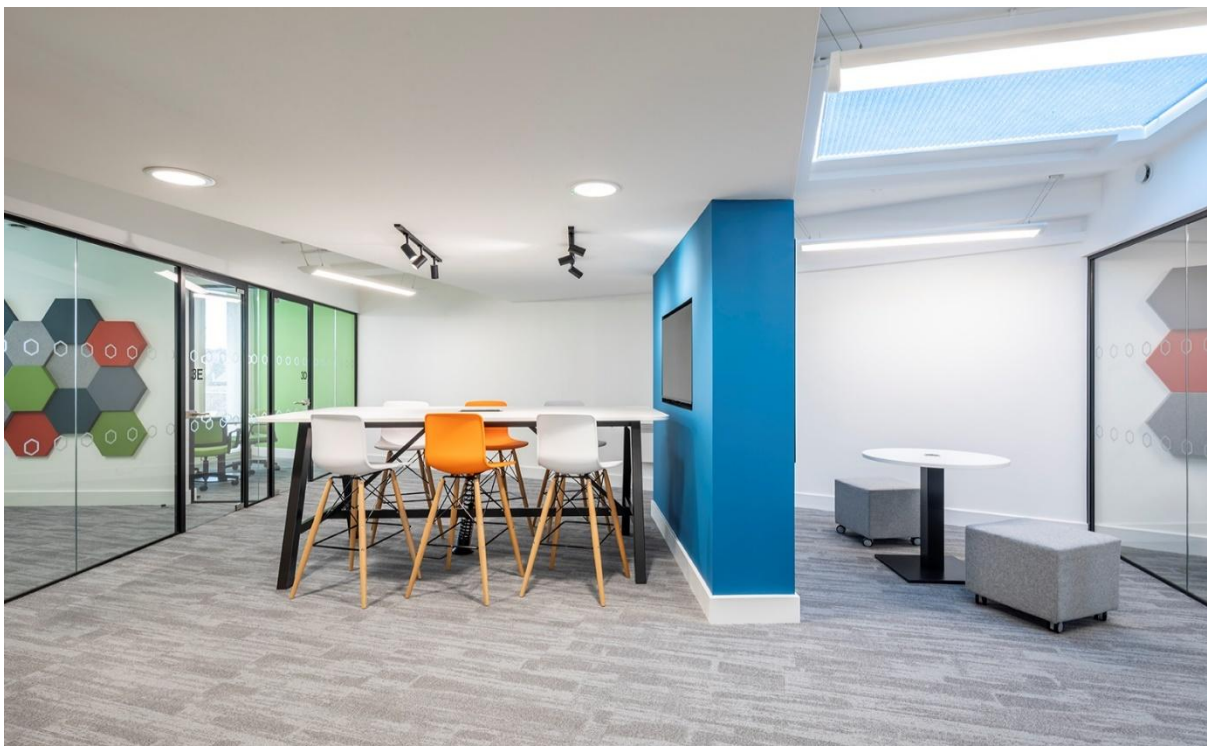
26 days plus 8 public holidays increasing by 1 day per annum up to 31 days.

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



A workspace at our Sydenham Road Office

The Advertisement

Development, Sales & Major Projects Director

c£115,000 | Southeast London | Hybrid

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 and 120 staff, Hexagon is continually improving the quality and range of 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.

Reporting to the Chief Executive, the Development, Sales and Major Projects Director is a key member of Hexagon's Executive Team. You will shape and lead a dynamic and ambitious team delivering our goals for new developments, sales and major projects and help to ensure that Hexagon's strategic and operational objectives are met.

You will be able to demonstrate a successful track record of delivering complex affordable housing programmes and major projects in London as well as a good understanding of sales strategies for residential and commercial properties in the social housing sector. You will also be a great leader with good people management skills and an excellent communicator.

This role presents a brilliant opportunity to further your career with a dynamic Great Place to Work accredited company with IIP Gold. We are committed to building a culture that engages, values, and empowers staff, to deliver the best we can for customers. If you have housing sector experience at head of service level or above, and want to deliver great homes for people in South London, then we very much want to hear from you.

You will receive 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.

Closing Date for applications: Tuesday 4th August

Interviews will be held on Friday 14th August

To download a recruitment pack please visit www.hexagon.org.uk/careers

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

Key dates and the selection process

Closing date:	Please make sure your application is submitted by Tuesday 4th August
Short listing:	From 5th August
Interviews:	Will be held face-to-face at our offices in Sydenham SE26 on Friday 14th August With Panel members: Chief Executive, Board Member and Head of Human Resources & Facilities



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