

# Sales Manager

September 2025

An exciting opportunity has arisen for an enthusiastic and self-driven Sales Manager to join Northern Group.

Northern Group is a thriving property company, trading in the fastest developing area of Manchester City Centre - Ancoats Urban Village, providing management services for residential, commercial, and co-working brands – and soon, residential and investment sales!

We are looking for an ambitious and experienced Sales Manager to establish and grow a sales department. This is a unique opportunity for a dynamic individual with an entrepreneurial mindset to build a sales portfolio from scratch, develop strategies, generate leads, and play a key role in Northern Group's expansion.

The successful candidate will need to be self-sufficient, highly sales-driven, and a natural networker capable of opening doors and create new business opportunities. In return, you would be working for a dynamic and ambitious company, that values its team and promotes personal and professional growth.

## Key Responsibilities

### Sales department set-up and growth

- Develop and execute a clear growth strategy for Northern Group's new Sales Department, setting out targets, timelines, and KPIs.
- Proactively source, generate, and convert new leads across Greater Manchester and beyond.
- Build and maintain long-term relationships with developers, landlords, and investors to generate repeat and referral business.
- Develop and manage a pipeline of residential and investment property sales opportunities.
- Target portfolio landlords, developers, build-to-rent operators, and institutional investors to secure sales mandates.
- Identify and pursue business development opportunities, partnerships, and lead generation channels, including digital marketing, networking, and strategic outreach.
- Attend industry events, exhibitions, and forums to promote Northern Group and secure sales opportunities.
- Provide market intelligence and competitor analysis to help shape the sales proposition and pricing strategies.

### Property Management Conversion

- Cross-sell Northern Group's Property Management services during and after property sales to ensure long-term client retention.
- Collaborate closely with the Lettings and Property Management teams to transition sales clients into managed service clients seamlessly.

Jactin House, 24 Hood Street,  
Ancoats Urban Village,  
Manchester, M4 6WX

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- Present management service options to buyers and investors at point of sale to secure ongoing instructions.
- Maintain a strong understanding of Northern Group's property management offering to confidently communicate its benefits to clients.
- Monitor all completed sales to identify and pursue opportunities for management service conversion.
- Develop strategies for building long-term relationships with investment buyers to increase portfolio management uptake.
- Track and report on conversion rates from sales to property management, continuously improving the process.
- Ensure client onboarding into property management is smooth, professional, and delivers a positive first impression.

## Personal Specification

### Profile, Skills & Experience Required

- Proven experience in residential and/or investment property sales
- Entrepreneurial mindset with the ability to work independently
- Strong business development and lead generation experience
- Excellent networking, relationship-building, and negotiation skills
- Sales-driven and target-oriented
- Ability to align sales with wider business objectives (e.g. property management retention)
- Knowledge of Manchester's property market is highly advantageous
- Full, clean UK driving licence
- ARLA (preferred)

### Working Commitments:

- Working Hours: Monday to Friday - 09:00 to 17:30
- Job type: Full-time, permanent

### What can you expect?

- OTE of £40,000+ with uncapped commissions
- Company car with personal use, including on-site parking and charging facilities.
- 25 days holiday (increasing by 1 day per year of service, up to an additional 5)
- Company sick pay structure
- Free on-site parking
- Cool flex workspace Head Office in Ancoats
- Wellness benefits
- Company pension
- Colony Card exclusive discounts at partner brands in and around Manchester
- A dynamic and collaborative team
- Company social events throughout the year

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