

in Berlin our client is looking for an experienced

Head of Sales and Marketing (m/f/d)

Kennziffer 5439

The new Head of Sales and Marketing will be responsible for leading this team to maximize the proceeds from the condominiums offered for sale. He/she reports to the local Managing Director.

Key Responsibilities are:

- Sales Strategy Execution: Lead team to meet sales targets & KPIs, identify new sales opportunities and analyse market data & competition.
- **Marketing Strategy and Execution:** Plan & execute marketing campaigns, generate leads across multiple channels and use market research to inform strategies.
- Customer Relationship Management: Ensure buyer-centric sales & marketing, implement feedback mechanisms, and optimize CRM systems.
- **Team Leadership and Development:** Set performance goals & give feedback, encourage innovation & ongoing learning, and lead a high-performing team
- **Sales Management and Reporting:** Create sales reports and provide feedback to management.

A minimum of 7-10 years of professional experience in sales and marketing within a major real estate development or ownership company is required, along with a proven track record in achieving sales targets and capitalizing on market opportunities. In-depth experience with digital marketing strategies, including social media, SEO, and PPC campaigns, as well as solid knowledge of local real estate laws, market dynamics, and buyer behaviour, are essential.

Excellent communication skills in both German and English, combined with an analytical mindset and the ability to make strategic recommendations to senior management, are indispensable. Creative problem-solving skills and the flexibility to adapt to changing market conditions are also required.

A competitive base salary depending on experience and a significant performance-based bonus are offered for this role.

Have we gained your interest? Then we look forward to hearing from you. Please send your application documents quoting the reference number **5439** to Bertrand Skarmeta (bs@va-p.de).

von Arnim Personalberatung GmbH & Co. KG
RESES Real Estate Executive Search

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