POSITION DESCRIPTION

Directorate: CED

Position Number: P33700

Agency: Suburban Land Agency

Classification: Senior Officer Grade A

Group: Thriving Communities

Position Title: Head of Sales and Commercial Transactions

Last reviewed: Sept 2026

WHAT WE DO

Suburban Land Agency

The Suburban Land Agency (SLA) is an ACT government organisation delivering residential, commercial and industrial developments across the Territory. Our vision is to create great places where communities thrive.

Our teams work closely to buy and sell leases of land on behalf of the Territory, ensuring a mixture of public and private housing. We aim to increase the supply of affordable and community housing, meet housing targets and create environmentally sustainable, buzzing communities.

The SLA is made up of three core areas that work together to support housing delivery, urban development and place outcomes across the ACT; the *Thriving Communities* Group, the *Place Delivery* Group and the *Chief Operating Officer* Group.

The position of Head of Sales and Commercial Transactions sits within the *Thriving Communities* Group of the SLA.

Group Overview

The Thriving Communities Group comprises the following functions:

- **Land Supply** has primary responsibility for the due diligence and early planning concepts for a pipeline of future land release projects across the ACT. Land Supply works closely with SLA's Place Delivery Group, engages in portfolio level setting of aspirations for future developments and releases and informs the Government's Indicative Land Release and Supply Programs.
- The **Place Management team** is responsible for the ongoing management and activation of SLA precincts to ensure they remain high-quality, safe, accessible and liveable places over the long term.
- The **Sustainable Communities Team** contributes across the organisation to inform SLA's focus on the social, environmental, and economic values of future land development activities in the ACT. This work includes ensuring compliance with policies and Government direction as well as setting aspirations, benchmarks and opportunities to deliver exemplar development outcomes.
- **Sales and Client Services** manages the sale of SLA land products and provides client-focused services to support purchasers and stakeholders through the sales process. SLA currently has a residential sales suite in Whitlam.
- The **Commercial Transactions Team** manages commercial dealings and transactions associated with SLA land and development activities, ensuring outcomes align with government objectives and probity requirements.
- The **Housing Choice** team supports the delivery of diverse housing outcomes across SLA developments to improve affordability, accessibility and choice for the ACT community. This team works closely across ACT Government and the community housing sector to identify opportunities and collaborate to achieve shared outcomes.

The position involves management of two teams.

POSITION DUTIES AND RESPONSIBILITIES

Reporting to the Executive Director, Thriving Communities Group the Head of Sales and Commercial Transactions will lead the Sales & Client Services team and Commercial Transaction team in accordance with strategic and operational plans and priorities.

The role will lead dynamic teams and provide strategic input into a diverse range of sales campaigns, client service activities and commercial transactions, working closely with senior leaders across SLA, including the Agency's Executive to achieve the priorities outlined in the annual Statement of Intent.

Preparation and review of high level, complex written documentation and an ability to report on outcomes is a key component of the role.

The role requires a professional, calm, proactive and stable leadership approach and ability to draw on and build strong relationships within the teams, across SLA and other key stakeholders.

Duties include (but are not limited to):

- Provide strategic and commercial leadership for land sale activities, using market evidence, financial analysis and continuous improvement to optimise sales revenue, timing, market absorption and broader SLA outcomes.
- Lead the end-to-end sale of commercial and community land in the ACT, from market assessment and release strategy through to transaction close and settlement. Establish and monitor quantitative sales measures including pipeline value, release volumes, buyer demand, bid participation, conversion rates, price and revenue outcomes, settlement performance and forecast accuracy, while ensuring compliance with ACT Government legislative and governance requirements and active management of commercial, probity and delivery risks.
- Develop, manage and motivate a commercially focused, high-performing team to achieve agreed sales, revenue, settlement, customer service and program delivery objectives. Set clear individual and team accountabilities through Performance Development Plans, routinely review performance against quantitative and qualitative measures, and build capability in negotiation, market analysis, financial literacy, contract management and stakeholder engagement.
- Establish, foster and maintain strategic relationships with government agencies, industry, community groups, prospective purchasers, advisers and other external bodies to strengthen market intelligence, identify demand, test sales propositions and support competitive and timely land sales outcomes. Use stakeholder insights and engagement data to inform release sequencing, product design, pricing advice and risk management.
- Oversee legal matters, sale documentation and statutory instruments required for the sale and delivery of residential, commercial, community and industrial land. Ensure commercial terms, conditions precedent, securities, payment obligations, settlement milestones and purchaser performance requirements are clearly documented, monitored and enforced to protect revenue, value and delivery outcomes.
- Lead the review, development and implementation of high-level sales policy, commercial strategy, procedures and practices that are consistent with relevant legislation, regulations and standards and demonstrably support ACT Government and SLA objectives. Evaluate proposed approaches using market, financial and risk analysis, and define measurable benefits, costs, revenue impacts and implementation success measures.
- Coordinate and contribute to strategic performance reporting and commercial advice to Executive, Board and Government. Provide clear, evidence-based analysis of the sales pipeline, forecasts, actual results, price and yield outcomes, market conditions, delivery milestones, risks, sensitivities and corrective actions for Board and Executive reporting and as relevant; Ministerial responses, policies, briefs and public communications.

- Interpret policy and provide authoritative guidance on all aspects of the sales program. Prepare high-quality sale strategies, market assessments, pricing and financial analysis, business cases, approval papers, procurement and transaction documentation, performance dashboards and post-sale evaluations that support timely, defensible and commercially sound decisions.
- Represent SLA at Agency, whole-of-Government, industry and public forums associated with sales activities, and lead client service activities across the purchaser journey. Monitor enquiry volumes, response times, buyer feedback, participation and conversion indicators to improve the customer experience, market confidence and sales outcomes.
- Manage the section's budgets, contracts and operations to maximise value for money and support delivery of approved sales and revenue targets. Monitor expenditure, committed costs, supplier performance, procurement savings, cost-to-sell and budget variance; take timely corrective action; and ensure supplier and records management complies with relevant legislative requirements, including the Territory Records Act 2002.
- Embed robust governance, commercial risk management, safety, compliance and financial accountability across the Section's work program and compliance with the *Anti-Money Laundering and Counter-Terrorism Financing Act 2006* (Cth) (AML/CTF). Maintain fit-for-purpose controls and a quantified view of sales, revenue, settlement, market, probity and delivery risks; monitor leading and lagging indicators; escalate material variances; and implement treatments to protect forecast outcomes and public value.

The position requires:

- a Working with Vulnerable People Check;
- to occasionally work after standard hours and on weekends;
- a driver's licence;
- to periodically wear a uniform at events.

BEHAVIOURAL CAPABILITIES

1. **Leadership and performance**
   Demonstrated ability to lead, motivate and develop diverse, high-performing teams in a complex operational and commercial environment; establish clear accountabilities; and deliver measurable sales, revenue, settlement, customer service and program outcomes.

2. **Influence and collaboration**
   Demonstrated ability to build and maintain influential relationships and collaborate effectively across government, industry and the community; engage and negotiate with diverse stakeholders; and use stakeholder and market insights to support sound decisions and outcomes.

3. **Judgement, integrity and improvement**
   Demonstrated strategic judgement, resilience and adaptability in managing sensitive, contested and high-risk matters, together with a commitment to innovation, continuous improvement, ACT Public Service values, ethical conduct, probity, governance, inclusion, workplace health and safety, and staff development.

PROFESSIONAL/TECHNICAL SKILLS AND KNOWLEDGE

4. **Property sales and commercial transactions**
   Demonstrated knowledge and experience in contemporary urban development and the end-to-end sale of residential, commercial, community or industrial land, including market assessment, sales strategy, procurement, transaction documentation, contract management, settlement and purchaser performance.
5. **Commercial, financial and risk capability**
   Demonstrated commercial and financial acumen, including market and pricing analysis, revenue forecasting, performance measurement, evaluation of commercial options, and management of financial, legal, contractual, probity and delivery risks, including implementation of appropriate governance and compliance controls to support SLA's AML/CTF obligations.

6. **Executive advice, communication and negotiation**
   Advanced analytical, interpersonal, communication, negotiation and representation skills, including the ability to provide authoritative advice and prepare complex, evidence-based reports, strategies, business cases, briefs and performance reporting for Executive, Board and government audiences.

HIGHLY DESIRABLE

- Understanding of, or ability to quickly develop an understanding of, the land / property development market, particularly in terms of sales, client service and industry dynamics.
- Understanding of, or ability to quickly develop an understanding of, *Anti-Money Laundering and Counter-Terrorism Financing Act 2006* (Cth) obligations relevant to property sales, client services and commercial transactions.

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WORK ENVIRONMENT DESCRIPTION

We are committed to providing reasonable adjustment and ensuring all individuals have equal opportunities in the workplace.

Below is an indication of the frequency of fundamental requirements of the position:

ADMINISTRATIVE	FREQUENCY
Telephone use	Frequently
General computer use	Frequently
Extensive keying/data entry	Occasionally
Graphical/analytical based	Occasionally
Sitting at a desk	Frequently
Standing for long periods	Occasionally
Designated workstation Note: this position operates in an activity-based work environment	Frequently

STANDARD HOURS	FREQUENCY
Flexible working hours (access to flex time)	Frequently
Fixed or specified start/finish times	Frequently
Expected to work extensive hours over a significant period due to the nature of the duties	Occasionally
Access to Accrued Days Off (ADO's)	Never
Peaks and troughs	Occasionally
Frequent overtime	Occasionally
Rostered shift work	Never

SOCIAL DEMANDS	FREQUENCY
Work with others towards shared goals in a team environment	Frequently
Work in isolation from other staff (remote supervision)	Never
Working in a call centre environment	Rarely
Working directly with the public	Frequently

PHYSICAL DEMANDS	FREQUENCY
Distance walking (large buildings or inter-building transit)	Occasionally
Working outdoors	Occasionally

MANUAL HANDLING	FREQUENCY
Lifting 0 – 5kg	Occasionally
Lifting 5 – 10kg	Occasionally
Lifting 10kg+	Occasionally
Climbing	Occasionally
Reaching	Occasionally
Bending/squatting	Occasionally
Push/pull	Occasionally
Sequential repetitive movements in a short amount of time	Occasionally

TRAVEL	FREQUENCY
Frequent travel – multiple work sites	Occasionally
Frequent travel – driving	Occasionally
Frequent travel – interstate	Rarely

SPECIFIC HAZARDS	FREQUENCY
Working at heights	Rarely
Exposure to extreme temperatures	Rarely
Operation of heavy machinery e.g. forklift	Never
Confined spaces	Never
Excessive noise	Occasionally
Low lighting	Rarely
Handling of dangerous goods/equipment	Never
Working with asbestos	Never
Potential to encounter agitated customers	Occasionally

OTHER	FREQUENCY
Uniform required	Occasionally
Personal Protective Equipment (PPE) required	Occasionally