



## **General Manager of Development**

**Location: Kuala Lumpur**

**Nationality: Local**

**Type: Permanent**

**Post: 1**

## **FUNCTIONS AND TASKS**

### **General**

- Champion excellence in all the company's work – strive to find market advantage, product differentiation and distinctiveness of product – create value through design and smart development thinking
- Determine Client decisions required to progress a property development from beginning to end
- Contribute towards defining the 'product' (apartment, office space, retail space, industrial units) through a thorough process of market research and a sense of social/market trends
- Protect the product by ensuring that all decision making is consistent with achieving the company's vision for this product
- Manage and monitor project revenues and expenditures to ensure attainment of profit objectives in keeping with approved development budgets and feasibility studies
- Prepare recommendation reports for the Director of Property on matters such as:
  - the appointment of key 'commercial-side' consultants (including valuers, sales/leasing agents, advisers etc);
  - the determination of sales prices;
  - the preparation of marketing collateral (working together with Head of Communications) etc.
- Monitor movements and trends in relevant property markets in order to stay attuned with market rents, leasing transactions, selling prices, valuations etc.
- Manage the preparation of all required legal documentation (eg. sales and purchase contracts, agreements for lease, consultancy contracts, agency appointments etc) to achieve the company's commercial and risk management objectives
- Chair and/or actively contribute to Development Meetings
- Reinforce and enhance company reputation and brand through the development process



- Assist (as required) in the assessment and evaluation of land acquisition and joint venture opportunities
- Assist (as required) in the procurement of project funding arrangements and arrange deliverables, such as monthly reports, cash flows, inspections etc
- Promote sustainable development outcomes in the course of business
- Review from time to time the existing development processes, procedures, controls and systems and recommend to the Director of Property changes for improvement - implement as required
- Maintain awareness of regional, industry, legislative and professional changes and ensure best practice is embedded within project delivery

### **Project Initiation Phase**

- In conjunction with the Director of Property, develop and document the Project Vision and Development Brief
- Investigate and assess development options
- Together with the assigned Senior Project Manager, prepare a Project Delivery Plan that describes the strategies for managing key project elements including risk, financial, resourcing, procurement etc.
- Identify resourcing needs, both internal, and external
- Develop accurate project feasibilities, cash flows, options etc. Seek the input of external and internal resources during preparation
- Together with the assigned Senior Project Manager, prepare a Development Program showing key deliverables, activities and milestones
- Assess existing site data, in particular, land titling and servicing matters
- Undertake required market research, with external assistance as required, to verify income assumptions – price, demand, take-up rates etc.
- Develop sales and marketing strategies in collaboration with the appointed marketing/selling agent/s

### **Concept Design / Design Development / Contract Documentation Phase**

- Overview and monitor the development of the project design (including finishes, FF&E, specifications etc.) to ensure that the project documentation is in accordance with the Project Vision and Development Brief.
- Regularly and accurately update the Project Feasibility to reflect the current status in terms of contractual commitments, QS estimates, programme (cash flow), income, expenditure, contingency allocation etc.



- Develop and implement a Sales and Marketing Plan addressing budget, resources, collateral, strategy, purchaser contact, handover process etc that is consistent with the Project Vision.
- Prepare Briefs and guide the implementation of marketing initiatives such as:
  - (design and construction of Marketing/Sales Gallery;
  - preparation of marketing collateral including brochures, web sites, banners, TV/radio advertising etc (in collaboration with the Head of Communications).
- Develop a schedule of estimated strata fees / outgoings / service charges and benchmark to market.
- Monitor the effectiveness of pre-sales and / or leasing and amend as required to ensure that hurdles to construction are reached in accordance with the Project Delivery Plan.
- Consider and develop the procurement strategy and methodology, including areas such as form of contract, shortlist (or not), EOI etc
- Together with the assigned Senior Project Manager, contribute to the process of minimising risk in terms of development pricing, programme, quality, safety, exclusions, risk assignment etc and ensure that the building contract reflects this position.

### **Construction Phase**

- Regularly and accurately update the Development Feasibility to reflect the current status in terms of contractual commitments, latest information, programme (cash flow), income, expenditure, contingency allocation etc.
- Attend the site with the assigned Senior Project Manager to seek confirmation that the development 'product' is consistent with the Company's intended product positioning objectives, quality of construction and finishes.

### **Settlement Phase**

- Monitor and manage the performance of external (and internal?) real estate, sales/leasing agents
- Ensure that sales and purchase contracts are enforced.
- Together with the Credit Control Department, monitor progressive payments from purchasers against contractual requirements.
- Consider and develop a strategy for the fit-out of apartments by purchasers.
- Work with the Project Management team in overseeing the apartment inspection process and close out of defect items.
- Arrange and implement necessary works and services for the creation of strata titles.



- Together with Asset Management team, finalise all necessary agreements associated with settlement – local authority approvals, outgoings budget, body corporate formation, appointment of strata manager, on completion valuation, insurances, service contracts etc.
- Ensure that the handover process is in accordance the Sales and Marketing Plan.
- Review and negotiate sales and purchase contracts / leasing agreements for commercial unis.

## **ACADEMIC QUALIFICATIONS**

- The candidate must possess an undergraduate and/or advanced degree from a highly recognised university.
- The candidate's academic qualifications may be of a technical (engineering/architecture) or commercial nature.
- Candidates possessing a technical undergraduate qualification, together with an MBA from a recognised School, will be academically well suited to the role.

## **EXPERIENCE**

- 12 – 20 years' experience in one or more of the following industries: real estate marketing/consultancy, funds management, development/construction.
- The candidate must have demonstrated a track record of career progression with an increasing level of commercial responsibility (rather than technical)
- The candidate must display a thorough knowledge of property development processes; have held direct responsibility for key facets of this process; and demonstrate a thorough knowledge of the property market in terms of 'product' knowledge and market activity.

## **KEY COMPETENCIES & INTERESTS**

### **Behavioural**

- Strong presence – self-confident - leader
- Creative and numeric
- Sound judgement - calm authority - organised
- Considered decision-making ability
- Visual
- Seeks excellence
- High integrity

**Technical**

- Thorough technical understanding of the development process from planning through to design and construction
- Analytical – structured thinker

**Commercial**

- Strategic
- Commercially astute
- Legally competent
- Good negotiator
- Strong property market knowledge

**Interests**

- Creative Arts – design (architecture, interior design, fine arts)
- Environment – sustainability, green buildings, renewable energy
- Property – movements, players, trends, new projects etc.
- Travel – international perspective