



Title: Director, Sales

Location: Regional office is located at 201-6525 177 B Street, Surrey, BC.

At Foxridge Homes, our people make the difference. We offer an exciting place to build your career with competitive compensation and benefit packages, company matching RRSP/DPSP program, employee home purchase program and employee discounts.

Job Overview

Reporting to the Vice-President, as the **Director, Sales** you are responsible for the management and execution of the sales and marketing strategies of the business unit in alignment with Qualico's brand integrity. You provide expertise and accountability for ensuring sales targets, goals and objectives are achieved, while providing sales management and coaching to elevate and inspire the rest of the sales team.

Your day-to-day responsibilities will include:

- Contributing to general business strategy development and operational planning.
- Coaching and growing the skillset of the sales team through positivity and effective leadership to meet operational objectives.
- Establishing and implementing a plan for achieving annual sales targets/goals, including engaging in sales activities.
- Leading, developing and providing guidance to the sales and marketing team members, while promoting a collaborative work environment.
- Developing, integrating and harmonizing marketing and sales strategies, tactics, actions and people.
- Building, sustaining and applying a comprehensive body of market knowledge to provide recommendations on new products and projects.
- Overseeing the development and execution of product positioning, promotions, price strategies and schedules, and branding strategies for each development.
- Analyzing and interpreting marketing analytics to direct sales, marketing activity and spending to maximize lead generation. Developing and monitoring sales and marketing budgets for each project.
- Analyzing market trends to support sales and marketing goals to improve lead conversion.
- Improving research, marketing and sales processes, systems and tools – including the application of emerging information and digital technologies.
- Fostering positive and productive working relationships.

As our ideal candidate, you are...

- Mindful; you respect diversity and deal with sensitive situations using high degree of integrity.
- A strong communicator; you clearly express your thoughts in conversation as well as write and present in a persuasive and influencing manner.
- An active listener; you seek to understand and listen to others in a non-judgmental way.
- A creative problem solver; you take evaluated risks to capitalize on opportunities and implement tough or unpopular decisions.
- A leader; you attract, retain, develop or improve the skills of others through effective coaching and guidance.
- A visionary; you see the 'big picture' and adjust work to reflect the complex network of forces at play.

Essential Requirements

- Bachelor's Degree in Commerce, Marketing, Communications, or Business Administration.
- Minimum 6 years of sales and marketing experience in a managerial position.
- Valid driver's licence and access to a reliable vehicle.
- Satisfactory verification of criminal record check.
- Proficient in Microsoft Office programs (Outlook, Word, Excel, Teams, SharePoint and PowerPoint) and emerging sales & marketing technologies (CRM, Inbound, social media outlets).

Preferred Qualifications

- Knowledge of residential building construction is considered an asset.
- A Managing Broker licence is considered an asset.

What We Value

- Creating trusting and successful working relationships.
- Setting clear, measurable and achievable goals.
- Cooperating with team members in an open, positive and respectful manner.
- Staying current with technical job skills.
- Consistently meeting customer expectation.
- Taking responsibility for the outcomes of decisions and actions.

Work Conditions

You primarily work in an office setting during regular business hours. Work outside of regular business hours to research and support sales and marketing efforts or attend industry functions may occasionally be required. Regular travel is required to visit operating sales centres and support the on-site sales team.

About Us

Foxridge Homes BC is an award-winning division of Qualico®, one of Western Canada's largest fully integrated, privately owned real estate companies, with over 70 years of experience. Every year, more than 3,000 families across Canada choose Qualico as their homebuilder.

At Foxridge Homes, our focus is on building quality single-family homes and non-strata rowhomes, made possible by our talented team of experienced professionals, most of whom have been with the company for many years. This, coupled with our highly skilled long-term trade partners who are all dedicated to offering thoughtfully designed plans, quality materials, and solid value contribute to building a great new single-family home with more style, more choice and more value.

As Metro Vancouver's largest and most trusted single-family homebuilder, our communities can be found across the Lower Mainland including Coquitlam, Langley, and South Surrey. To learn more, click [here](#).

Qualico welcomes applications from people with disabilities. Accommodations are available upon request during the assessment and selection process.

Candidates being considered will be contacted. We thank you for your interest. Join our [Talent Community](#) to stay up to date on job opportunities and to find out why we have the best reason to come to work every day.

Closing date: September 16, 2025

[Apply here](#)