



Title: Director of Sales

Position Start Date: January 4, 2026

Location: Metro Vancouver. Office location is 201-6525 177B Street, Surrey.

At StreetSide Developments, 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 of Sales** you are responsible for providing strategic sales expertise to ensure achievement of sales targets, goals and objectives. You also ensure the business unit's presence aligns with corporate brand integrity.

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 the annual and long-range sales targets.
- Leading, developing and providing guidance to Sales professionals within StreetSide and the broader development operations.
- Developing, integrating and harmonizing sales strategies, tactics, actions and people in conjunction with the Vice-President.
- Building, sustaining and applying a comprehensive body of market knowledge to provide recommendations on new products and projects.
- Liaising with the Director of Marketing to assist in the development and execution of project branding, product positioning, pricing and schedules for each development.
- Improving research, sales processes, systems and tools – including the application of emerging information and digital technologies, to improve leads and conversion rates.
- Fostering positive and productive working relationships with realtors, brokers and the sales industry at large, service providers, and other Qualico business units.

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 10 years of related experience in a real estate sales 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) or similar.

Preferred Qualifications

- Experience in multi-family sales and construction is a benefit.
- Realtor licence is 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

StreetSide Developments is the multi-family division of Qualico and has developed apartment style, town home style, detached houses and luxury condominiums throughout Western Canada with projects ranging from innovative urban development to historic retrofits. StreetSide Developments operates in Winnipeg, Edmonton, Calgary and Vancouver. 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 reasons to come to work every day.

Closing Date: December 17, 2025

[Apply Here](#)

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