Job Title:	Leads and Marketing Specialist	**Date:**	

Job Description: Establishes plans and executes strategies to ensure that leads are converted to sales. He/She will serve as the primary contact for first time visitor of our company's website www.ramseyrealestategroup.com and for all other listing/property inquiries from other marketing sites like Zillow, Trulia, Realtor.com etc. Responsible for providing a first impression and accurately capturing all possible leads either through calls or emails and initiating next course of action that will lead to conversion. Make sure that all ads posted daily in Craigslist is successful.

Responsibilities:

1. Manage and answer all leads calling and registered in our website, making sure that all communications are being logged completely in Boomtown and if needed, to transfer/assign leads to the right agent/person who can specifically assist the lead about their inquiries.
2. Need to make contact with leads through phone or email within 5 minutes after they have registered on our site.
3. Once we are able to make contact with leads, forward all information and transfer to one of our agents. The agent will then qualify lead and change their status either Nurture, Watch or HOT.
4. Need to check with agents at least once a week on the status of their respective leads, as this will help our agents do their follow ups with their respective leads.
5. Monitor daily all leads that have recently visited our website and try to make a follow up with them most especially to those leads that we haven't made any successful contact from the start.
6. Follow the 10 Days of Pain of RREDC for our new leads and track them in a spreadsheet to be submitted every Friday.
7. Track all leads that we have currently in contract with as well as those leads that we have closed files and submit a lead conversion report at the end of the month, this will enable us to measure the success rate of our lead generation efforts.
8. Get info and look up properties in MLS to answer the questions of leads on the properties that they are interested in.
9. Post daily all our listings in Craigslist at least thrice a day, one in the morning, afternoon and before EOD and submit an EOD report showing all the posting IDs of the ads that was successfully posted in CL.
10. Add all our listings to Realtor, Zillow and Trulia.
11. Create email drip plans in Boomtown that would generate us more success in making contact with our leads

Part Time or Full Time		**Schedule/Hours M-F**	
Role: GVA, TC, ISA		**Gender Request**	
Time Zone: PST, CST, EST, MST		**Preferred Interview Dates/Time:**	
DISC Preference:		**Skype ID for Video Interview:**	

Conforme: _____

Signature above Printed Name