



Real Estate Marketing Manager – Job Posting

Company:	PE Real Estate Solutions
Position:	Marketing Manager
Hours:	24 hrs/week (Full time status available after 6 months)
Location:	Belle River, Ontario
Compensation:	Base + Commission (\$20k - \$40k annual income) and benefits Raise and full-time status available after 6 months (\$55-75k annual income).

Overview

Are you bored doing the same old marketing techniques over and over again? Are you looking for a career that will challenge you and encourage you to create and test innovative marketing ideas? We are looking for you. PE Real Estate Solutions, a fast growing, privately held real estate company that buys, fixes, sells, and holds residential real estate properties, is looking for a high-quality marketing manager to join our team.

As a Marketing Manager, you will be given the task of creating, testing, and running the marketing systems that will generate real estate leads. Your creativity and exceptional organizational skills will make you an integral part of growing PE Real Estate Solutions to be a premier real estate investment company in Windsor and Essex County. The marketing systems include:

- Posting and scouring Kijiji
- Scouring MLS
- Realtor pocket listings
- Direct mail
- Probates
- Bandit Signs
- Driving for dollars
- Social media
- Online website and squeeze pages
- Offline and online affiliated marketing

Purpose

As a Marketing Manager, your mission is to:

- Grow and execute the marketing systems listed above to:
 - Generate leads from motivated sellers
 - Grow our list of cash buyers, realtors, contractors, private lenders, and retail buyers.
- Generate online and offline affiliated marketing systems.

As an associate of PE Real Estate Solutions, you will also be invited to:

- Participate in meetings and brainstorming sessions.
- Network with contractors, investors, realtors, etc.
- Take calls from and make calls to potential sellers, agents, and other professionals that are in contact with our business on a daily basis.

- Conduct repair estimates, deal analysis, and structuring and negotiating offers on residential properties.
- Prepare scopes of work for contractors and help manage rehab projects.
- Continue to train, grow, improve, and perfect your craft.

Measure of Success

1. Have 7 different marketing campaigns running consistently within 6 months
2. Run affiliated marketing effectively within 1 year.
3. Increase lead generation to 30+ per week within 6 months.
4. Become an expert at taking and marking phone calls, as measured by your superior and peers, within 6 months.
5. Learn to complete the following tasks effectively within 1 year:
 - a. Take and make phone calls
 - b. Complete market analysis, repair estimate, and deal analysis
 - c. Schedule and prepare weekly networking meetings.
 - d. Implement a follow-up system that is maintained on a weekly basis.
 - e. Prepare scope-of-work for rehab projects.
 - f. Maintain filing system on a weekly basis

Key Competencies

Competencies	Definition	Minimum Acceptable Rating
		5 = Excellent 4 = Very Good 3 = Good 2 = Only Fair 1 = Poor, N/A
1 Intelligence	Ability to acquire understanding and absorb information rapidly. A quick study.	4
2 Analysis Skills	Identified significant problems and opportunities. Analyzes problems in depth and effectively, and reaches appropriate conclusions.	4
3 Leading edge	Constantly benchmarks best practices and expects others to do the same.	4
4 Integrity	Ironclad. Does not ethically cut corners. Earns trust of co-workers and clients. Puts organization above self-interest.	5
5 Resourcefulness/ Initiative	Passionately finds ways over, around, or through barriers to success. Achieves results despite lack of resources. Goes beyond the call of duty. Shows bias for action. A results-oriented "doer".	5
6 Organization and Planning	Plans, organizes, schedules and budgets in efficient, organized manner. Focuses on key priorities.	4
7 Excellence	Sets high stretch standards of performance for self and others. Low tolerance for mediocrity. High sense of responsibility.	5
8 First Impression	Professional in demeanor. Creates favorable first impression – body, language, eye contact, posture, etc.	3
9 Likability	Puts people at ease. Shows emotional intelligence. Warm, sensitive, compassionate. Not arrogant. Friendly, sense of humour, genuine.	4
10 Team Player	Reaches out to peers. Overcomes we-they. Approachable. Leads peers to do what is best for company.	5
11 Communication – Oral	Communicates well one-on-one, in small groups, in public, and on the phone. Fluent, quick on feet, command of language. Keeps people informed.	3



12	Communication – Written	Writes clear, precise, well-organized documents using appropriate vocabulary, grammar, and word usage.	5
13	Goal Setting	Sets fair stretch goals for self and others. Encourages individual initiative.	4
14	Enthusiasm / Passion	Exhibits dynamism, excitement, and a positive can-do attitude.	4
15	Ambition	Desires to grow in responsibility and authority.	5

How to apply

Submit attached job application along with your resume to info@perealestatesolutions.com