

Marketing & Social Retention Position

We are looking for an energetic, self-driven but teachable team player that thrives in creating an outstanding client experience. Someone who is not afraid of change or a challenge, is able to lead by example and in the face of adversity will rise to succeed. They will also handle the more difficult and delicate matters with finesse, professionalism and expertise. We want a team player who is capable of not only creating digital marketing campaigns and participating in social retention activities, but also is able to analyze the progress of our marketing efforts and improve upon them.

Primary Objectives

The Marketing and Social Retention position's primary objectives are the establishment, growth, and retention of our brand through digital marketing strategies. Another objective is the acquisition and retention of key Real Estate Agent partnerships that currently use BBI as their preferred Inspection Company through social retention activities.

Job Responsibilities

This position will require a very dedicated mindset to retention and growth, as well as a dedication to drive results. Your daily work activities include but are not limited to the following:

- ★ Social Media Management
 - Posts consistently to BBI social media platforms
 - Collaborates with realtors to generate relevant content
 - Tracks progress & effectiveness of published content
- ★ Email Campaign Management
 - Creates email templates when needed
 - Updates/adds on to existing templates when needed
 - Tracks progress effectiveness of email campaigns
- ★ Content Producer
 - Directs, creates, and upload videos for various marketing purposes
 - Updates and edits website content, and posts to website blog
 - Tracks progress & effectiveness of published content
- ★ Social Retention
 - Attends, networks and gathers content at realtor events
 - Generates new relationships and assist with client acquisition at events

Job Requirements

Work experience

- Success Driver
 - Candidate must have a desire to drive business and succeed. This will include socializing with clients and potential business partners, as well as our internal Executive Team.
- Marketing Experience
 - Candidate should have experience successfully generating and delivering content marketed towards company/organization target audience.
- Growth Minded
 - Candidate should be able to align their marketing efforts with growth within and outside of our company. We truly believe in bringing out the best of all employees.
- Coachable
 - Candidate must have an open mind and be willing to be coached. This is vital to our business, as our business will continue to grow in the next few years.
 - Candidate must be willing to be flexible.

Key Skills

- ✓ Strong attention to detail.
- ✓ Strong verbal and written communication skills
- ✓ Exceptional organizational and time management skills
- ✓ Ability to work well both independently and in team environment

Bonus Skills

- ✓ Sales Experience
 - While this position will not be responsible for direct sales, a successful candidate will be able to speak proficiently about BBI and our service to deliver valuable information about BBI during conversations to potential clients.
- ✓ Real Estate Experience/ Knowledge
 - Realtors are our clients. It is important to have an intermediate understanding of the Real Estate/Home Buying Process.
- ✓ Graphic Design
 - Basic design and editing skills and knowledge will be extremely useful when creating campaigns and content.

Compensation

Job Type: Full-Time

BBI offers a highly competitive salary with an attractive bonus program; an attractive health insurance program with company contribution and Health Savings Account; Company Gas Card.

Equal Opportunity Employer