

Job Description

Sales & Marketing Coordinator

The Sales & Marketing Coordinator will assist the Sales and Marketing team primarily by providing key coordination support to the department. This role is intended to support an energetic and driven team in achieving their annual targets. The Sales & Marketing Coordinator will be responsible for supporting the team with sales activities of the department and assisting in the execution of the various marketing initiatives.

Key Responsibilities:

- Provide overall support to the Sales & Marketing Department to achieve sales targets.
- Calls to prospective leads, recording of daily tasks and appointments using the CRM system as required.
- Manage External Agents on CRM system, contracts and interactions
- Update the Shared Agent Folders with updated non-IPI branded marketing information and investment packages
- Ensure automated data from relevant media are maintained in the CRM system
- Address basic inquiries about the company's product offering and property acquisition process
- Answer clients' general questions on construction, financing, maintenance, repairs, valuations, market conditions, legal requirements and related matters
- Analyze/Gather customer or product information to determine customer needs
- Analyze/Gather lists of properties that are compatible with buyers' needs and financial resources
- Develop professional relationships and networks with clients, valuers and financial institutions etc.
- Compile, Review and Analyze Reports with properties on the market that are similar to the company's current and prospective projects
- Update customer profile on product information to determine customer needs on CRM system
- Scheduling of appointments to show properties to prospective buyers and assist with in-house and virtual site visits when required
- Assisting with site visits to show properties to prospective buyers
- Accompany buyers during visits to and inspections of property, advising them on the suitability and value of the homes they are visiting as required
- Coordinate External Agent property sales with Corporate Services Department, inclusive of collection of FIU documents, overseeing the signing of sale agreements and collection of funds.
- Coordinate property closings, inclusive of overseeing the signing of documents and collection of funds.

- Record minutes for the Department in meetings where the Sales & Marketing Department is required to attend.
- Ensure filing systems are maintained.
- Ensure action items from meeting minutes for the department are completed on a timely manner.
- Assist to develop content for social media (as needed) and sales presentations.
- Assist to ensure content on the company website are current and up to date.
- Assist when required in Sales Promotions through procurement, advertisements, email marketing, various forms of digital marketing, open houses and in relevant events/promotions.
- Update and manage calendar of events, managing approval of events and ensuring the quality of the events. Assisting in managing the department payments to suppliers, subconsultants and expense payments as per the approved sales & marketing budget allocations.
- Assist with identifying new investment opportunities and marketing strategies.
- Assist in research and analyze data to identify and define audiences.
- Assist to manage digital media platforms inclusive of content creation when needed.
- Assist in reporting of trends and statistics across all digital media platforms.
- Assist with coordination marketing campaigns and report on effectiveness of these campaigns
- Assist with organization of and distribution of financial and statistical information as it relates to marketing activities.
- Assist in the preparation and compilation of Sales and Marketing reports - social media, website and sales analytics, sales efforts and results etc.
- Review and negotiated the terms of the External Agency Agreements.
- Submit regular reports on sales efforts and results to the Managers and Managing Director.
- Coordinate within inter-department activities to ensure alignment of tasks.
- Any other duties that may be reasonable requested.

Knowledge and competency requirements:

- Data Entry
- Basic Principles of Sales - Lead Generation and Sales Pipelines
- Basic Principles of Marketing
- Basic Principles of Reporting
- Highly effective project management, prioritization, multi-tasking and time management skills to meet deadlines
- Computer literate, including effective working skills of MS Word, Excel, PowerPoint etc.
- Understanding of CRM systems
- Ability to work effectively as part of a team as well as independently.
- Strong, ethical and effective work acumen.

Qualifications:

- Associate/Bachelor Degree in a related discipline
- Minimum 5-10 years' experience
- Equivalent and relevant work experience in lieu of degree
- Experience in Sales would be considered an asset
- Experience in Real Estate/Property Development would be considered an asset
- Experience with graphic design would be considered an asset

KPI's

1. Ensure 100% of Leads are maintained and contacted on a monthly basis generated via IPI Internal Marketing platforms within 48 hours of the Lead creation.
 1. Range 4=100%
 2. Range 3=98%-100%
 3. Range 2=95-97%
 4. Range 1 <95%
2. Ensure Weekly Lead Conversion from Lead to Contact of minimum 25 contacts on average per quarter.
3. 100% Customer conversion from Lead to Contact is within two weeks.
 1. Range 4=100%
 2. Range 3=95%-100%
 3. Range 2=90-94%
 4. Range 1 <90%
4. Achieving the Quarterly Sales Target Q1 \$XXX, Q2 \$XXX, Q3 \$XXX, Q4 \$43M, as per financial budgets.
5. Achieving the Quarterly Sales Target Q1 \$XXX, Q2 \$XXX, Q3 \$43M, Q4 \$10M, as per department budgets.
6. Ensure 100% completed and signed documents are filed within 1 week.
7. % Completion of daily task per month
 1. Range 4 98%-100%.
 2. Range 3 90-97%
 3. Range 2 75-89%
 4. Range 1 <74%
8. Submission of Monthly Competitor Analysis Report by the 6th work day of every month.
 1. Range 4 Submitted on the 3rd or was innovated
 2. Range 3 Submitted 5th or 6th, properly formatted and accurate
 3. Range 2 Submitted with errors or late



4. Range 1 Did not submit the report
9. Provide average two (2) referrals per month from your network.
10. Submission of Monthly Sales and Marketing Reports by 5th Working day of each month
 1. Sales Reports on Leads
 2. Sales Reports on Task, Appointment, Emails & Phone Calls
 3. Sales Reports on Contacts and Accounts
 4. Sales Reports on Deals
 5. Updates on External Agency Agreements and Agents activities
 6. Reports on Departmental Issues with possible solutions
 7. Sales & Marketing Master Schedule
 8. Any other reports
11. Maintain an Average Calls of forty (40) per day
12. Submit weekly timesheets by 9.00am on Mondays

To apply for this position, send your resume and CV to info@ipi-ltd.com with the subject line “Sales & Marketing Coordinator Application”. Deadline for submitting applications is Friday 9th September 2022. Unsuitable applications will not be acknowledged.