

# Real Estate Marketing Manager

Company: Next Home Solutions  
Position: Marketing Manager  
Hours: 20 hrs/week (Full time status available after 6 months)  
Location: Cedar Rapids  
Compensation: Base + Commission (\$20k - \$40k annual income)  
Raise and full-time status available after 6 months (\$55-75k annual income).

## Overview

Next Home Solutions, is a fast growing privately held real estate company that buys, fixes, and sells residential real estate properties.

At Next we are currently growing very quickly and seeking a Marketing Manager to head up our expansion efforts.

Your most important asset will be a no excuses attitude toward getting projects completed effectively and efficiently, along with an infinite passion for personal growth and learning how entrepreneurs start and run businesses. Your ability to take ownership of your department and proactively add value will make you an ideal candidate for the position. If you are ready for a challenge and want to be part of a dynamic team with great growth potential, please follow the instructions below to take advantage of this unique opportunity

## Key Skills:

**Technical Skills:** Highly efficient with Google Docs and all Microsoft Office Applications

**Type of Person:** We only hire “A Players”; team players with entrepreneurial mindset; highly motivated self-starters; you proactively seek opportunities to do your job more effectively/efficiently, don’t wait to be told what to do; willingness to do what it takes to win; commitment to continuous personal growth; eager to learn more about real estate investment and internet business education industry; reliable, you keep your agreements and are in proactive communication if you need to make a new agreement; understand the importance of systems in a business; you thrive in a fast paced, quick change environment; resourceful “can-do” attitude; drama free.

## Responsibilities

As a Marketing Manager, you will be responsible for 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 Next Home Solutions and expose you to many leading marketing campaigns.

### **Marketing campaigns include:**

- Direct mail
- Probates
- Posting and scouring Craigslist
- Scouring MLS
- Realtor pocket listings
- Outdoor Signs
- 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 campaigns listed above and:

- Generate leads from motivated sellers
- Grow our list of cash buyers, realtors, contractors, private lenders, and retail buyers.
- Generate online and offline affiliate marketing systems.

As an associate of Next Home 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.

## Measure of Success

1. Have 7 different marketing campaigns running consistently within 6 months
2. Increase lead generation to 30+ per week within 6 months.
3. Become an expert at taking and marking phone calls, as measured by your superior and peers, within 6 months.

4. 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