

Job Description – Midtown Office of Austin Title

Title: Marketing Associate

Reports to: Managing Director

Based at: 3009 North Lamar; Austin, Texas 78705

Job purpose:

To plan marketing activities for the coming year, so as to maintain and develop both Commercial and Residential focusing on closings with major clients.

Key responsibilities and accountabilities:

- Analyzing clients to create a priority ranking. (Maintain and develop a computerized customer and prospect database.)
- Developing a marketing “touch plan” that sets interaction levels based on the ranking above.
- A financial analysis of top expenditures (especially marketing expenses) to make sure associated client billings cover those costs.
- Plan and carry out direct marketing activities (principally email and one-on-one meetings) to agreed budgets.
- Respond to and follow up high scores on client satisfaction surveys by email, telephone, and personal visits.
- Maintain and develop existing and new customers through planned individual meetings.
- Monitor and report on activities and provide relevant management information.
- Carry out market research, competitor and client surveys.
- Liaise and attend meetings with other company functions necessary to perform duties and aid business and organizational development.
- Attend training and develop relevant knowledge and skills.

Scale and territory indicators:

Commercial and Residential Brokers and Agents. Target sectors: TBD Territory: Austin.

Person profile - Marketing Associate:

Personality: Self-driven, results-oriented with a positive outlook, and a clear focus on high quality and business profit. A natural forward planner who critically assesses own performance. Mature, credible, and comfortable in dealing with senior company executives. Reliable, tolerant, and determined. Empathic communicator, able to see things from the other person's point of view. Well presented and businesslike. Keen for new experience, responsibility and accountability. Able to get along with others and be a team-player.

Specific Job Skills: Able to communicate and motivate via written media. Understands the principles of marketing and advertising cost-effectiveness, including market sector targeting, product offer development, features-benefits-solutions selling, cost per response, cost per conversion, etc. Appreciates need for consistency within company's branding and marketing mix, especially PR and the Internet.

Computer skills: Must be adept in use of MS Office 2000 or later, particularly Outlook, Excel and Word. Capable of conducting Internet searches for research purposes.

Literacy and Numeracy: Able to understand profit and loss calculations and basic business finance, e.g., gross margin percentages and calculations, depreciation, capital and revenue expenditure, cash-flow, overheads, etc. Must be a very competent writer of business letters.

Business and Selling Skills: Must be an excellent face-to-face and telephone communicator.

Management Ability: Internal staff management is not initially part of the job.

If interested, submit resume to:
Douglas.Plummer@iLawPC.com