

Marketing Coordinator Script

Thank you for calling about the marketing coordinator position.

This message has been recorded to do three things. First - give you an idea of who we're looking for - including qualifications and experience. Second - give you an idea of what you'll be doing if you're chosen for the position, and third - what to do if this sounds like a match.

Ok - First - Here's who we are and what we're looking for. We're a growing real estate team at Broker's Realty in Winter Haven. We specialize in helping people who are moving to Winter Haven find lovely homes - and make a smooth transition into our community.

One of the ways we meet people is through our website LivingInWinterHaven.com. We meet so many people - we need some help so we can continue to grow and provide a worldclass experience for our clients. This is a part time position, requiring 10-15 flexible hours each week.

What we're looking for is a friendly, outgoing, people person who enjoys being of service to others and is able to bond with strangers and make them feel welcome. We're looking for someone who is conscientious, detail-oriented and able to maintain organized records.

Since we're a small business, we need someone who is a self-starter and is able to work well without constant supervision. This is a very important role for us, and we need someone with a demonstrated track record of being organized and efficient. You must have excellent computer skills, be proficient communicating by email - and able and willing to learn a simple database program we will train you to use. You must have a reliable car, and a history of being punctual and dependable. Here's what you'll be doing.

You'll arrive at our office on 1st Street near Avenue K, SE anytime between 10am and 2pm - whichever time you prefer - and you'll print off a list of all the people who request a free subscription to our MarketWatch newsletter, offered on our website LivingInWinterHaven.com

These are friendly people - and you'll do a great job of connecting with each of them using a detailed but simple 7-step connection process. I'll show you exactly how to do each step - and each day for each person - you'll complete the next step. Each step in the process is an email, a phone call, or a voicemail message. Our ultimate goal is that you'll be able to connect with people - welcome them to MarketWatch - and find out if there is any special information we can get for them before the move... and make special notes on their arrival and moving plans. You'll be the first contact they have with our office - so it's important you make a great impression as a friendly, helpful voice of assistance. As a result of this connection process - you'll be able to identify what the next best step for us will be. Once you connect with someone - we like to send them a welcome package with information about the area - and include any special information that would be helpful to them.

We also like to follow that up with a nice handwritten note letting them know we'll be here to help them when their time comes for their move. You'll be responsible for sending these packages - and notes - and setting them up in our database.

Twice a month - on the first and third Wednesday, we prepare and deliver our MarketWatch newsletters. On these 2 days a month, it may take you a little longer than 2 hours - but not more than 4 hours - and you can do it in the morning or afternoon - and if you need to - Tuesdays would be okay.

This will involve using our MLS computer to print out all the new listings that have come on the market in the last 2 weeks, printing mailing labels for our subscribers, and coordinating with our print shop to prepare and mail the MarketWatch packages to approximately 100 subscribers.

This publication schedule is very important to our business - and this is a critical part of the job - we'll be counting on you to make sure the presses run smoothly and on time. That describes the position pretty clearly. We pay an hourly rate of \$15 with generous bonuses.

If this position sounds like a match for you and your skills, here's what to do next. First, send me an email to Dean@LivingInWinterHaven.com and attach a copy of your resume.

In the email - tell me a little about yourself and why you think you'd be perfect for the position. We'll reply to your email to let you know we got it - and we'll call you to schedule a telephone interview, ten - if it sounds like you might be a match, we'll schedule a time for you to come into the office to meet. In the mean time, I encourage you to check out our website - LivingInWinterHaven.com and see what we do for yourself. I'm looking forward to hearing from you... Please do not leave a message here - this is an information line only. If you have questions about the position, email them to Dean@LivingInWinterHaven.com Thanks again for calling - and have a great day!