

Your job title: **Director of Lead Generation**

Where you will work: [Team Office Location]

Who's the boss: [Direct Manager's Name]

### Who are we?

Modify the following text to reflect your team's value proposition] *The mission of the [Team Name] team is to provide the premier customer service experience for each home seller and home buyer we work with. Knowledge we've gained through years of working in the local market empowers us to provide our home buyers and sellers with the advice they need to make informed decisions. Whether it's selling a home, searching for a home, or negotiating a contract, each member of the [Team Name] team is an experienced real estate professional who applies their expert skills to each step of the process to help each client achieve an outstanding result.*

### Who are we looking for?

The Director of Lead Generation owns the lead generation processes for the entire Expansion Network. The Director is someone who can think big enough to create huge systems, while sweating the details that ensure those systems work. The Director is a natural leader, able to succeed by empowering others, with a strong focus on tracking results, maintaining accountability, and increasing efficiency. The Director is comfortable with both marketing and prospecting systems.

The Director of Lead Generation is able to oversee several different spheres of influence: Hub-focused lead generation campaigns, Hub-assisted lead generation campaigns in the Expansion Locations, and Expansion Location-led campaigns. All of these systems work synergistically together because of the Director's influence. The Director works with the Expansion Agent, Expansion Director, and Director of Administration to ensure growth continues at a high level.

[Modify this narrative as necessary to meet your team's needs.]

### What will you do?

*These are the standards a well-above-average performer will maintain or exceed:*

- The Director of Lead Generation increases both the number and quality of leads at the Hub and in all Expansion Locations.
- Serves as the leader in new lead generation campaigns while increasing the efficiency of existing campaigns.
- Manages the brand and naming for the Hub and all sales locations.
- Creates marketing material and makes it available for the Hub and all sales locations.
- Runs the outside sales department, increasing the database.
- Runs the inside sales department, qualifying leads and creating appointments.
- Supports Expansion Locations by developing lead generation campaigns to help with launches and to increase business going forward.
- Creates standards and develops metrics to hold others accountable.
- Creates and manages lead generation training for the entire system.

### Essential duties and responsibilities

- Develops new lead generation plans and maintains best practices for lead generation.
- Develops systems for launching new teams and developing their database.
- Works with the Hub lead generation department to create leads and appointments.
- Works with Expansion Director/Agent to deliver systems, information, and accountability to Expansion Locations as it relates to lead generation.

**Communications/Interactions**

- Lead generation team – daily
- Expansion Agent – several times a week
- Expansion Director – several times a week
- Director of Administration – weekly
- Allied Resources – as appropriate

**Management responsibilities**

- All lead generation department members in the Hub

**Knowledge/Skills**

- Creative problem solving in developing new lead generation methods
- Systems oriented for creating repeatable and dependable business
- Strong written and verbal communication skills
- Excellent organizational and time-management abilities
- Self-motivated and able to self-manage
- Open to accountability and driven to excellence
- High school graduate
- Real estate license

**Compensation**

*Fill in as appropriate for your team/ organizational structure. Components to consider include base salary, health insurance, performance-based bonuses, Profit Share, and other employee benefits.*

## High Impact

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## Medium Impact

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## Low Impact

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*Traits appear in order of importance to the job. Gray bars indicate each trait's target range. Traits without a gray bar are not predictive.*

### High Impact Traits

**Assertiveness** The target for this trait is medium. People in this range are moderately assertive and self-confident individuals who enjoy taking initiative and making things happen. They will take action in a controlled and purposeful way.

**Logical Problem Solving** The target for this trait is high. People in this range have a very strong ability to develop logical solutions to complex problems. They are adept at using a linear, step-by-step approach to break larger problems down into smaller components. They are generally able to explain their solutions carefully and clearly to others.

**Vocabulary** The target for this trait is high. People in this range learn easily and quickly from their environments. They pick up new information readily and learn rapidly when circumstances change. They typically make use of a wide range of acquired experience and knowledge in making decisions, deciding on a course of action or adjusting to a changed environment as needed.

### Medium Impact Traits

**Rapid Problem Solving** The target for this trait is high. People in this range can solve many problems in rapid succession using a quick, intuitive approach. They usually like to have many new issues to deal with every day. They can typically handle smaller issues quickly and move on to the next one without pausing.

**Responsiveness** The target for this trait is medium high. People in this range are responsive and quick in their reactions. They are naturally fast moving and action oriented, and they tend to operate with a sense of urgency. They tend to be dissatisfied with slow-moving environments.

**Spatial Visualization** The target for this trait is high. People in this range are able think about and visualize complex systems. They are able to deal with problems in which there are multiple variables that are constantly changing. They can mentally manipulate variables in complex models to understand what will happen when something changes.

### **Low Impact Traits**

**Intensity** The target for this trait is medium high. People in this range like to deal directly and energetically with obstacles at work. They feel a strong emotional drive to overcome difficulties and develop solutions when problems arise.

**Structure** The target for this trait is low. People in this range are at their best in environments that are not tightly structured. They have a strong preference for autonomy, and they tend to focus on big picture and bottom line results. They are less concerned with administrative routines and details. They have to make adjustments to ensure they pay attention to fine points and follow-up in daily work.

**Adaptability** The target for this trait is low. People in this range will be considerate of normal standards and expectations; however, they will base actions on reason rather than on other's opinions. They will not make concessions on issues they consider important just to satisfy others.

**Sociability** The target for this trait is low medium. People in this range are reserved and conservative on a social basis. They tend to be low-key rather than outgoing or spontaneous, but they can enjoy friendly exchanges with others. They are willing to approach new people for a specific purpose or to accomplish a concrete goal.

**Optimism** The target for this trait is medium. People in this range are generally friendly and have a positive attitude toward others. They tend to take people and situations at face value unless there is some reason to be skeptical.