



<b>Position:</b>	Sales & Marketing Associate	<b>Date:</b>	3/2019
<b>Business:</b>	Bozzuto Management Company		
<b>Department:</b>	BMC Site Ops - Leasing/Sales and Service		
<b>Direct Report to:</b>	Property Manager		

## Overview

At Bozzuto, it's all about experience. Whether it's the experience you bring, gain or give, we want your journey to be exceptional. Guided by our core values of creativity, concern, passion and the pursuit of perfection, we've been creating inspiring, engaging and vibrant communities for three decades.

Why do we do it? Because home is where aspirations are pursued and memories unfold. We believe in the power to impact the lives of the people we touch through the delivery of extraordinary experiences.

## Tour Your Responsibilities:

You're caring and take pride in making peoples' day better. That's why you bring your enthusiasm for apartment living with you to work every day. Your high emotional intelligence helps you anticipate needs and personalize every interaction with a customer or resident. You're inspired by trendy neighborhoods and can't wait to tell your visitors about the local farmer's market or the newest yoga studio—all within walking distance of their front door.

As a Sales & Marketing Associate, your primary responsibilities include:

- Converting leads into community tours by following up with all prospects and providing helpful and compelling information about the community and neighborhood
- Contributing to desired occupancy levels by conducting informative and personalized tours of the community that result in new leases
- Building brand loyalty and achieving resident retention goals by ensuring that the resident experience is consistently stellar
- Generating awareness, interest and excitement via social media
- Working weekends when prospective residents are out looking for their new home—three to four weekends per month with two days off during the week

## You Create Value by:

- Connecting with people and engaging in meaningful conversations that demonstrate your concern and genuine desire to make them feel at home
- Solving problems for our customers and treating them like you would your best friend
- Playing an active role in making certain the community is impeccable



- Jumping in and covering for your team members when needed
- Seeking out opportunities to get to know and understand your residents

### What You Bring to Us:

- A college degree
- Mandarin or Cantonese language skills preferred
- *Cross cultural communication skills and knowledge of social norms for attracting and retaining diverse clientele*
- A kick-butt Pinterest, Twitter, Facebook or Instagram account (aka social media savvy)
- A passion for using the phone to talk to people in addition to texting them
- Outstanding communication skills both written and verbal
- A sharp professional appearance
- Proficiency with various software, apps and computer programs
- Sales aptitude
- A customer-focused mentality
- A real estate license (or willingness to obtain within 90 days of hire) where applicable

### What We Bring to You:

Bozzuto offers a wide range of insurance options, programs and benefits that let you and your family be healthy and plan for the future. Including:

- Comprehensive and affordable health plans
- Free life insurance
- Employee wellness incentives
- Company-matched 401K
- Teledoc, free 24/7/365 online access to a doctor

Our robust perks program also gives you exclusive discounts from well-known retailers. Generous paid time-off policies, like family leave, help you find greater work-life balance. Our effortless onboarding program, continued mentorship, leadership and training programs, career planning assistance and even tuition reimbursement, encourage you to reach your full potential.

Bozzuto is proudly an Equal Opportunity Employer EOE/M/F/D/V.



職位:	市場銷售助理	日期:	2019/3 月
企業:	Bozzuto 管理公司		
部門:	BMC 現場管理 – 租賃/銷售和服務		
匯報對象:	物業經理		

## 總體概述：

在 Bozzuto，一切都是關於經驗的。無論是您是將帶來、收穫還是給予經驗，我們都希望您接下來的旅程會與眾不同。三十年以來，我們一直以創新、關懷、熱情和追求完美的為我們的核心理念，並且，創造出鼓舞人心、引人入勝、充滿活力的社區。

我們為什麼要這麼做？因為我們認為家是追求理想和展現記憶的地方。我們相信，通過提供非同一般的體驗，我們能夠影響我們接觸到的人們的生活。

## 工作職責：

你會關心別人，並為你的努力使別人過得更好而感到自豪。這就是你每天帶着對公寓生活的熱情去上班的原因。你的高情商會幫助您預測需求，並使你與客戶或住戶的每一次互動都個性化。你會因為受到潮流社區的啟發，而迫不及待地告訴訪客們有關當地的農貿市場或最新的瑜伽館——所有這些都在他們公寓步行距離之內。

作為銷售和市場助理，你的主要職責包括：

- 通過識別所有的潛在客戶，並提供關於社區和社區的有用和令人信服的信息，將銷售點轉化為社區遊覽
- 為達到預期的入住率，你要執行社區信息和個性化的遊覽，並從中獲得新的租賃
- 為建立品牌忠誠度並保留居民，你要確保居民體驗始終如一的良好
- 你要通過社交媒體來引起潛在顧客的關注、興趣和興奮度
- 當潛在的顧客外出尋找他們的新家時，你需要在週末工作，每個月三到四個週末，每週休息兩天

## 你的职能：

- 與他人建立聯繫，進行有意義的對話，表明你的關心和真誠的願望，讓他們有賓至如歸的感覺
- 為客戶解決問題，並像對待最好的朋友一樣對待他們



- 積極確保社區是完美無缺的
- 在需要的時候，為團隊成員提供幫助
- 尋找機會去了解和了解你的社區居民

### 你需要提供給我們：

- 大學學位
- 會普通話或粵語的優先
- *為了吸引和留住多樣化的客戶，您要會跨文化溝通技巧和社會規範知識，*
- 擁有優秀的 Pinterest、Twitter、Facebook 或 Instagram 賬號 / 社交媒體達人
- 除了發短信，還喜歡用手機和別人聊天的熱情
- 優秀的書面和口頭溝通能力
- 專業的外表
- 熟練使用各種軟件、應用程序和計算機程序
- 銷售潛質
- 以客戶為中心的心態
- 房地產許可證(或願意在僱用後 90 天內考證)(如適用)

### 我們會為你提供：

Bozzuto 提供廣泛的保險選擇，項目和福利，讓您和您的家人健康且計劃未來。包括：

- 全面且負擔得起的醫療計劃
- 免費人壽保險
- 員工健康獎勵制度
- 公司相配的 401K
- Teledoc, 免費的一年/二十四小時在線訪問/使用醫生的服務

我們強大的福利計劃也會給您知名零售商的獨家折扣。慷慨的帶薪休假政策，比如探親假，可以幫助你找到更好的工作和生活平衡。我們毫不費力的入職培訓項目、持續的導師培訓、領導能力和培訓項目、職業規劃幫助，甚至學費報銷，都在鼓勵你充分發揮自己的潛力。

Bozzuto 是自豪的平等對待僱主 EOE/M/F/D/V。