



Business Development Representative Job Description

We're looking for people that are constantly curious, persistent, and ready to work. Join us as a Business Development Representative (BDR). Do you enjoy networking, building positive relationships, and sharing info about products you're passionate about? Whether it's PR, marketing, real estate, commodities, or a business idea, long-term success and growth rely on the ability to source business leads.

A BDR is inherently sales but this is so much more than that. As a BDR you'll have exposure to the world of real estate, marketing, management, relationship-building, innovation, operations and beyond. Most importantly, you'll master "soft" skills, the ones you don't learn in the classroom - only by doing.

BDRs are brand builders, problem solvers, doers, and go-getters. Our Business Development Representatives (BDRs) are the front line and are a vital part of our sales and marketing success. BDRs are out in the field sourcing leads, that turn into prospects for our property management team to give tours to prospective residents. Working closely with operations to serve our clients, BDRs will network and build partnership opportunities. Whether you are involved in a student club, start-up, or athletic team, you'll gain an understanding of how contacts will be vital to building a profitable sales funnel.

Powered by Business Intelligence, our BDRs also have access to real-time data on their performance. We'll be able to quantify how effective your efforts are and what value you bring back to the company. These data points and skills will transfer seamlessly beyond professional life.

For those wanting to grow, seek an outstanding adventure, or build up a resume, this is the position for you. Come and join us.

Responsibilities

Leasing

- Source leads for housing at Core Spaces properties
- Engage in various sales tactics to assist the leasing team in closing leads including social selling, presentations, in-person activations, and more
- Assist the leasing office staff with lead management such as email follow-up, phone calls with leads, touring, renewal walks, and other property management tasks when extra staffing is needed

Marketing

- Generate word-of-mouth buzz about our offerings
- Build a personal network to cultivate partnerships with local businesses and/or national brands to partner with Core Spaces
- Marketing and outreach



- Create at least five pieces of digital content for the Core Spaces social media team each month
- Maintain consistent engagement
- Conduct surveys and focus group research when applicable
- Design graphics on Canva for purposes of promoting your community
- Attend Lifestyle events

Innovation

- Encouraged to get involved with corporate projects that go beyond leasing
- Brainstorm and conceptualize how to bring in new products or services to student housing space
- Uncovering prospective clients' needs and help to design solutions

Miscellaneous

- Attend weekly team meetings with your fellow BDRs
- Participate in a weekly one-on-one call with your Business Development Manager for individual updates
- Participate in local team building events
- Assist with recruiting additional team members for your team and others across the country
- Be available to help with move-in every August and assist with Core's Hospitality Move-in plan

What You'll Get

Build expertise and an eye for business. Gain leadership skills and exposure to distinct perspectives that will allow you to build stronger networks and an understanding of how the company functions as a whole. You'll be introduced to people management, financial and project management, client-facing work, operations, strategy, and technical skills development.

Pay

- \$75/lease for referred leases, \$150/lease upon reaching team leasing goals
- Team bonuses available
- Additional commission for each marketing outreach challenge completed through the BDI Badge Program

Hours

- Variable hours up to BDR's discretion: 2 - 5 hours/week

Technical Skills: Each candidate is expected to be adept at Microsoft Office (Word, Excel, PowerPoint). Experience with Pages and Canva is a plus. A basic understanding of Google Drive is strongly encouraged.

Join a fun and flexible workplace where you'll improve your skills and build a proven professional foundation that will last a lifetime. Core Spaces is an equal opportunity employer and encourages candidates from a diverse set of backgrounds. Core does not discriminate based on race, religion, disability, gender, nationality, ethnicity, sexual orientation, or any other prohibited category.



We will ensure that individuals with disabilities are provided reasonable accommodation to participate in the job application or interview process, perform critical job functions, and receive other benefits and privileges of employment. Please contact us to request accommodations.