



## **Business Development Manager Job Description**

Core Spaces is looking for the future small business owner, the serial entrepreneur, the team captain, the mini-CEO, the one that wants to learn how to manage a team. Want to understand how to run your own operation, your own business? Our Business Development Managers (BDMs) are college students on a fast track to learning everything from evaluating talent and building a complementary team, to customer acquisition and understanding key performance indicators that make a business successful. This person will hone all the skills of a Business Development Representative (BDR) and more. The BDMs are so much more than just managers of their teams, they are leaders tasked with encouraging and inspiring their members to always want more!

The BDM is tasked with managing, recruiting, and innovating the BDR team in their market. The primary role is to provide direct oversight of the BDR team on-site and ensure there is operational cohesion with the property management staff. Their main objective is to drive their teams towards their monthly Objective & Key Results (OKRs) which connect to Core's overall company goals.

In addition to working remotely with the Experiential Department, we require our BDMs to work in the leasing office 10 hours per week at the direction of the Property Manager. As an onsite employee, this position is the liaison between the site team and the BDRs working off-site. We expect BDMs to learn the typical roles and responsibilities of an on-site student employee such as touring prospects, internal and outreach marketing activities, resident retention efforts, and overnight on-call duties. At times BDMs may be asked to handle other clerical or office work as needed.

For the go-getters and the ones that excel in this position, there are even opportunities within Core beyond being a BDM at your campus! In the past, we've had BDMs joined Core full-time as a Social Media Manager, Associate Development Manager, and Experiential Manager. We'll provide you with all the tools to be successful, but the path is clear for you to stand out and get noticed.

### **Responsibilities**

#### **Recruiting:**

- Read through and watch video submissions from candidates that apply through the Lifestyle website
- Build a recruitment video for your local team
- Interview candidates and send in justification for hiring
- Introduce potential new hires to the Property Manager

#### **Onboarding:**

- Welcome new teammates by sending congratulations emails and BDR contracts
- Coordinate new software account creation like SocialLadder
- Train new hires including introduction through SL app, Google Drive, Badge Program, and review "First Week as A BDR" guide with new BDRs



- Conduct exit interviews and arrange offboarding documents to departing team members when applicable

#### **Training:**

- Set up an initial meeting with all new team members and introduce them to the local Core team
- Review BDR training guides
- Tour new BDR hires through property
- Provide any additional training outside of the Core annual training program as directed by the Experiential Manager

#### **Management:**

- Host weekly office hours for team members
- Assist site staff with arranging extra BDR help when needed for, but not limited to touring, renewal walks, lead follow-up, answering office phones, staffing events, etc...
- Coordinate BDR assistance for any events hosted by the Lifestyle team
- Arrange team-building events outside of work hours
- Set three unique monthly OKRs
- Keep OKR spreadsheet up-to-date weekly
- Monitor personal and professional development of team members
- Assemble schedule for move-in assistance from BDR team and hold team members accountable for efforts during move-in week

#### **Operations:**

- Assume and execute CA duties in the office as directed by the Property Manager
- Schedule weekly meeting time with Property Manager and/or Leasing Manager
- Attend weekly global calls with Experiential Team
- Arrange BDR weekly meeting slides
- Lead team meetings and promote engagement
- Select a "SocialLadder challenge of the week" for the BDR team
- Collect information on Values Shoutouts for the team each week

#### **Marketing:**

- Arrange team social content shoots around the market
- Coordinate BDR campus outreach at the direction of the Property Manager
- Communicate national campaigns and initiatives with BDR team while promoting team engagement

#### **Sales:**

- Coordinate weekly sales (lead generation) efforts



- Work with BDRs on optimizing sales pitch and innovating outreach

#### **Market Research:**

- Work with Property Manager on coordinating secret shops when needed

#### **Partnerships & Events:**

- Contact venues and local businesses to coordinate an event pitched from a BDR team member

#### **Outreach:**

- Contact president and other exec members of student organizations that are within BDR team network
- Coordinate campus outreach to registered student organizations (RSOs)
- Assist site in relationship building meetings with university and local partners

#### **Innovation:**

- Work on at least one Core Sandbox project per semester that goes beyond leasing
- Communicate Core initiatives to the team during weekly meetings and open opportunities to team members to get more involved

#### **Miscellaneous**

- Coordinate team building events and other opportunities to promote Core culture within the team and property management office
- Highlight company core values weekly at meetings
- Attend monthly BDM/BDAM townhall meetings

#### **Pay**

- W2 employee
- \$75/lease for referred leases that originate outside of office hours when assuming on-site responsibilities, \$150/lease upon reaching team leasing goals
- Team bonuses available
- Rent discount for employees who decide to live on property

#### **Hours**

- 10 per week

**Technical Skills:** Expected to be adept at Microsoft Office (Word, Excel, PowerPoint). Experience with Pages and Canva is a plus. A basic understanding of Entrata 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.