



## **Business Development Assistant Manager Job Description**

Core Spaces is looking for people that are constantly curious, persistent, and ready to work. Interested in learning the ins and outs of how to lead sales and marketing teams, and how to run them efficiently? Our Business Development Assistant Managers (BDAMs) are the operations-minded go-getters who keep the “lights on” and support the Business Development Manager to ensure they have the support needed to accomplish tasks and own the team's performance. The BDAM works alongside in the background making sure the team runs as efficiently as can be. This role will hone all the skills of a Business Development Representative (BDR) and more!

The BDAM is the primary coordinator of most team communications, invoice reconciliation, team participation, data, and reporting. While the BDM is tasked with instilling Core Culture and aligning the team’s efforts with the Property Manager’s goals. This person is also ensuring all administrative tasks are completed and ensuring team operational efficiency.

In addition to working remotely with the Experiential Department, we require our BDAMs to work in the leasing office 10 hours per week with direction of the Property Manager. As an employee, this individual is the liaison between the property management team and the BDRs working off-site. We expect BDAMs 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 BDAMs may be asked to handle other clerical or office work as needed.

For the go-getters and those that excel in this position, there are opportunities at Core beyond the BDAM role at your campus! We've had BDAMs join 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:**

- Sourcing potential BDR candidates
- Contacting university partners and registered student organizations (RSOs)
- Coordinating creation of recruitment graphics

#### **Onboarding:**

- Coordinate swag delivery for new BDR members
- Collect signed BDR contracts and submit them through Zendesk
- Track newly hired BDR self-check list and onboarding standard operating procedures (SOPs)
- Administrative duties such as keeping team members updated in respective software platforms and email groups, when applicable

**Management:**

- Assist site staff with coordinating extra BDR help when needed for, including but not limited to touring, renewal walks, lead follow-up, answering office phones, staffing events, etc...
- Monitor BDR attendance at weekly meetings and events
- Mentor and be a resource of information for team members
- Highlight OKR performance in weekly agendas

**Operations:**

- Assume and execute CA duties in the office as directed
- Attend weekly global calls with Experiential Team
- Email weekly BDR meeting agenda promptly
- List out next steps email to BDR team immediately after each team meeting
- Send out weekly activity recap report before noon on Thursdays
- Track completion of weekly challenges
- Produce monthly PnL report on team activity
- Handle all monthly invoice aggregation and processing for the BDI team

**Marketing:**

- Check on and push team Canva graphic creation
- Submit Zendesk requests for campaigns or events specific to your market
- Assist Business Development Manager when needed on national campaign implementation in your local market

**Sales:**

- Update building one-pager on availability monthly

**Market Research:**

- Coordinate with Experiential team on surveys and focus groups
- Originate copy on local and national talking points for public relations opportunities at the direction of the Director of Communications

**Partnerships & Events:**

- Source partnerships from BDR connections
- Log list of relationships that the team has initiated throughout each leasing season
- Collect BDI team event ideas and submit an estimated cost of events for budget approval to the Lifestyle Event Planner between the 1st-10th of each month.

**Outreach:**

- Create responsibility matrix for student org visits and digital outreach
- Craft and collect any "presentation" info and materials needed for student org visits



- Capture any marketing items and promo BDRs will need to bring for campus outreach

#### **Innovation:**

- We will have opportunities for you to share your creative skills by working on at least one "Core Sandbox" project per semester that goes beyond leasing
- Communicate Core initiatives and chances to inspire, motivate, and empower team involvement

#### **Miscellaneous:**

- Arrange 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 preferred.

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.