

## Sales & Marketing Manager (Full-Time)

Edrington and Associates is seeking a Sales & Marketing Manager to play a crucial role in our growing real estate services company, named in the San Francisco Business Times Fast 100 for 2022. Our clients are property owners and real estate attorneys. Our small team comprises practical, down-to-earth professionals who don't forget to have fun. Our service areas include:

- Expert witness services in landlord-tenant disputes
- Value-add improvements, such as Accessory Dwelling Units through our other company [www.AdaptDwellings.com](http://www.AdaptDwellings.com)
- Buying and selling of rental properties
- Code compliance consulting

This position reports to the company President and will be a central point of contact for our prospective clients and team members. Primary responsibilities include helping to market our services, responding to incoming inquiries, qualifying leads, and closing new business.

A successful candidate will likely possess the following qualities:

- Excellent communication skills
- A conceptual thinker who can develop new messaging around service offerings
- Passionate about real estate, increasing housing supply, property rights, etc.
- Strong organizational skills
- Tech-savvy, with an ability to quickly learn and master new systems
- Can keep track of multiple open items at once

Our ideal candidate will have previous experience working in real estate or a law firm/legal services environment. In addition, our candidate should have additional tech knowledge and be able to make ongoing improvements to our email marketing tools, web lead forms, CRM, etc.

### Responsibilities:

- Develop a marketing budget with the company President
- Brainstorm campaigns for attracting new leads across multiple services categories
- Schedule and execute various marketing campaigns, including webinars, speaking opportunities, sponsorships, direct mail, advertising, email marketing, SEO, and social media

- Answer incoming inquiries via phone and email
- Track leads and opportunities within our CRM to report on effectiveness of marketing
- Walk incoming leads through our sales process, including qualification, follow-up, and conversion
- Manage the process of obtaining signed services agreements and upfront retainers/deposits

**Requirements:**

- Minimum three years of sales experience.
- Previous experience in marketing.
- Associate's or Bachelor's degree.
- Superior written and verbal communication skills.
- Excellent interpersonal and customer service skills.
- Highly proficient in Microsoft Office Suite.
- Proficient in using a CRM system to manage leads and follow up on opportunities.

**Compensation and Benefits:**

- Salary Range: \$70,000 base plus commission (Estimated compensation \$100,000 to \$150,000 annually)
- Participation in our Health Plan through the California Association of Realtors.
- Paid Time Off 20 days accrued per year, plus ten paid company holidays.

**To Apply:**

Email your resume and a professional writing sample or cover letter to:

[steve@edringtonandassociates.com](mailto:steve@edringtonandassociates.com)