



CUSTOMER ENGAGEMENT SPECIALIST

TexAmericas Center (TAC) is a special purpose district of the State of Texas. The Charter of TAC is to promote economic redevelopment of closed and surplus military property in Bowie County, TX. This position will provide key support to the on-going mission of TexAmericas Center.

GENERAL DESCRIPTION

The Customer Engagement Specialist will report to the Executive Vice President/CEDO. This position is primarily responsible for assisting clients and performing multiple marketing, public relations and communication tasks.

JOB RESPONSIBILITIES

- Assist TAC staff with consistent nurturing and follow-up with clients to convert into scheduled appointments. Farm for new leads by calling, communicating, and marketing to expired leads, past clients in database, 75-mile Sphere of Influence and key leads sources such as Referral Partners, Real Estate Professionals, Site Search Consultants, Location Advisors, CoStar Listings, Purchased Databases, etc.
- Develop and perform, email and direct mail, marketing campaigns through company resources and through vendors; and set-up marketing, PR, networking and educational events.
- Service inbound leads. Determine where these prospective customers are in the buying/leasing process, identify properties that meet prospective buyer or leasers' site search criteria and write and submit proposals, briefs and prospectus as requested.
- Support staff to maintain consistent follow up to convert into next appointment. Provide high-level research and proposal writing support to company executives by conducting research, preparing reports, handling information requests and performing sales support functions such as preparing correspondence, arranging calls and scheduling meetings.
- Prepare, analyze and provide Comparative Market Analysis (CMA) for sites, communities and industries before all presentation appointments.
- Assist with the management of contacts and all leads in the Sales Funnel of the CRM; manage contact database system, set and complete tasks in the system, and track all



client communications. Keep track of completed tasks and goals to measure lead conversion ratio and meet performance benchmarks.

- Maintain and improve property databases, other internal/external data collection and storage systems, database/portfolio of current marketing data and content management system. Stay up to date with the real estate market and community so to educate clients about market trends; Have local knowledge of the community and property market to answer questions and concerns about things like school districts, zoning, expansion, and others.
- Strive to develop new business opportunities in every customer, tenant and client interaction. Keep current marketing materials (e.g. sales flyers), property listing and other communication tools up to date. Develop service, incentive, property and industry specific marketing programs as needed
- Buy into and be part of a continuous improvement culture, while communicating, growing, and defending the organizations brand. Adhere to internal guidelines, while collaborating with business partners, referral partners and colleagues in a fast-paced team environment.
- Other duties as assigned

JOB REQUIREMENTS

- Candidates must be organized, resourceful, and detail-oriented, with a friendly focus on customer service.
- Ability to work independently with little management involvement and maintain confidentiality
- Flexible work hours; position will require early starts, late evening and weekends periodically
- Service-minded with effective written and verbal communication skills
- Excellent interpersonal and communication skills, strong sales mentality, and negotiating ability.
- Excellent phone communication skills. Prior experience in customer service preferred.
- Ability to memorize and deliver pre-written call scripts.



- Proficient with technology such as Microsoft Office, Google Apps, graphic arts platforms, video, photography and social media platforms, and ability to quickly learn new systems quickly.
- Proven sales work experience as a real estate agent (or similar role) and willingness to learn

SALARY AND BENEFITS

Salary commensurate with qualifications. Health, Vision, Dental, and Life for employee are provided. Family benefits are available. Generous 457(b)/401(a) and leave package are available after 6 month vesting period.

SPECIAL REQUIREMENTS

Must be a US Citizen, at least 18 years of age, minimum high school graduate or GED, subject to drug screening at any time and without notice, background investigation and have a valid driver's license. Work will be performed upon an active military installation and further background investigations may be required to satisfy DOD requirements. Such investigations and DOD approvals will be a condition of employment.

I have carefully read and understand the contents of this job description and have been given the opportunity to ask my supervisor any questions I have regarding my duties and responsibilities as described therein.

Employee Signature

Date