

## Lead Generation Specialist

We are Discount Lots ( <https://discountlots.com/about-us/>) a US based, growing real estate company that's continuously disrupting the industry and becoming a market leader.

We are expanding our team in North Macedonia and are looking to hire an ambitious and strategic thinker who has experience in building lists and marketing!

The perfect fit to this role would be a professional that is organized and is multitasking.

The job position:

Your primary focus will be on generating leads for their company's sales team. As you will be responsible for managing the lead generation process itself, including creating content that effectively generates leads or overseeing other employees who create content, you will play a key role at Discount Lots. In the first week or two at the company, you will have training and onboarding organized for you to learn more about the tools and processes.

Requirements:

- 6+ months of experience in lists building/marketing
- Confident in managing administrative work
- Advanced user of G-Suite
- Ability to coordinate, build and keep up to date an extensive list of real estate listings
- Experience with direct mail (letters, postcards) is a plus
- Preferred email campaign management experience
- Experience with SMS campaign will be valued
- Outstanding organizational skills
- Fluent English speaker
- Good computer skills
- Candidates with experience in data scraping will be prioritized
- Real estate industry experience is a plus

Responsibilities:

- Identifying potential clients and developing relationships with them
- Developing and implementing lead generation strategies and tactics that meet an organization's business goals
- Coordinating, building and keeping up to date an extensive list of real estate listings
- Communicating and coordinating with a network of real estate agents and conveying necessary information timely
- Monitoring competitor activity in the marketplace to identify new opportunities for business growth
- Coordinating with other departments within an organization to ensure that all leads are followed up on efficiently
- Tracking lead generation results to determine which tactics are most effective and should be continued or eliminated

- Developing new lead generation strategies based on changing market conditions and customer needs

Compensation and Benefits:

- Salary of \$1,000 Gross/monthly (the employee is responsible for their own taxes and insurance)
- Monthly salary dependent on experience and performance
- Full-time, long-term and hybrid working model
- Working with at least 2-4 hours overlap with EST
- Paid time-off for US Federal Holidays, plus 10 Days PTO per year
- Salary increases based on performance and contributions
- Opportunities for promotion

Note: the selected candidate will be fully trained for two weeks and will be required to complete a paid trial period of two months.

*Discount Lots wants to thank you for your interest in our job post.  
We are looking forward to your application!*