



## Market Director Career Opportunity

If you're a *driven, A-team player* with the marketing skills to deliver the best possible customer service and solutions to clients, iLS network may be a great match for you.

We're building a team of self-motivated, highly talented people. People who are passionate about online marketing, love to challenge the status quo, have a desire to learn, and who always aim to amaze customers by doing the little things that make a big difference. We're flexible, collaborative, and every member of our remote, tight-knit team plays a role in improving and expanding our technology. If that sounds like you, read on.

### About iLS network

iLS network is a collection of six apartment guides across Florida dedicated to helping renters find the perfect apartment that fits their lifestyle and budget. At iLS network, we believe there are a few things more personal than finding a place to live. As the apartment experts, we do our best to make the search as fast, easy, and exciting for renters as possible.

To be considered for this position, please submit this application along with your resume and cover letter to [careers@ilsnetwork.com](mailto:careers@ilsnetwork.com). If selected for further interviewing, you will be contacted to complete an in person or over the phone interview.

## About the Market Director Position

### The Ideal Candidate

- Motivated self-starter that excels at working independently and enjoys contributing to a team.
- Skills in verbal and written communication, including clear presentation of information and data.
- Personable and charismatic, exhibits high emotional intelligence and a knack for customer service.
- Possesses soft sales skills and can identify opportunities and provide data-driven solutions.
- Proficient in MS Word and Excel and effectively communicates online via Zoom, Slack, and email.
- Preference will be given to candidates with 6+ months experience in the student housing, apartment, or rental housing industry.
- Preference will be given to candidates with connections and demonstrated involvement at The University of Florida or Florida State University.



## Requirements

- Candidates must be physically located in Gainesville or Tallahassee, FL (only these areas, please). This team member will work remotely full-time from their remote/virtual office and visit with our local customers in-person in their leasing offices or your favorite coffee shop.
- A Bachelor's degree in communications, business, or other related areas of study.
- This position requires a valid driver's license and reliable transportation.
- Please note: This is an **entry-level** position, and we're looking forward to training and growing with the selected candidate.

## Essential Duties and Responsibilities

- Account Management
  - Maintain and grow client relationships through in-person visits, phone calls, email and social media.
  - Work with customers to maintain up-to-date apartment listings that have unique and compelling content.
  - Monitor client stats and react proactively to actionable signals.
  - Continually look for new ways to improve listing performance.
  - Utilize Salesforce CRM to track customer interactions and opportunities.
- Represent the company at local events like trade shows, housing fairs, and networking events.
- Build and maintain contacts and relationships within the community and local university to increase brand awareness and trust.
- Monitor industry trends and participate in educational opportunities to enrich your knowledge of the industry.
- This position will involve 30% travel within North Florida, with mileage reimbursement and opportunities to attend conferences and events outside of this area 1-2 times per year.

## Benefits

- Health, Vision, and Dental insurance with 100% coverage of the employee's personal premium
- 401(k) with company match
- Paid time off