

Job Title: Business Relationship Manager

Reports To: Marketing Communications Manager

Department: Product Management and Marketing

Summary

The Business Relationship Manager is a position that combines marketing and communication with strategic account management responsibilities. As the primary in-market liaison with REcolorado, the primary objective of this position is to develop, maintain, and effectively leverage strategic relations with Colorado Front Range real estate brokerages/offices, REALTOR Associations, and industry partners in an effort to build brand awareness and promote a mutual understanding of business goals.

This position also has responsibility for supporting the company's presence and strategy throughout Colorado by participating in special projects that build awareness of REcolorado, increase number of subscribers, and grow understanding and adoption of products and services.

Essential Functions and Responsibilities

- Proactively build and maintain strong relationships with a portfolio of real estate offices and brokerage accounts
 - Develop and implement strategic plans that ensure customers are getting maximum value from REcolorado products and services with widespread adoption
 - Reach and develop relationships at all levels of an organization including managing brokers, organization decision makers, contacts, and influencers
 - Build a strong understanding of a customer's organizational structure, and business model, rules and processes
 - Identify needs/pain points at all levels of the organization and work with the REcolorado team to ensure those needs are being met
 - Conduct regular business reviews with key stakeholders to ensure the customer is fully utilizing the products, provide insights into other products or services that could be beneficial to the customer, and also advise on industry trends and best practices
 - Create and implement strategic marketing, communications, and outreach plans for brokerage/office accounts to promote the value of REcolorado products and services

- Create and disseminate marketing communications messaging via email, social media, blog posts, and dashboard posts
 - Prepare materials and deliver presentations and conduct Q and A sessions that provide information about REcolorado products and demonstrates use of those products
- Serve as liaison for Denver Metro REALTOR® Associations to promote the value of REcolorado products and services:
 - Create and disseminate marketing communications via email, social media, and dashboard posts
 - Participate in developing blog posts, newsletters, videos, collateral and other marketing assets that reinforce messaging
 - Prepare materials to be used when delivering presentations to large groups of REALTORS about REcolorado products, services, and business goals
 - Deliver presentations to large groups of REALTORS about REcolorado products and services, and business goals.
 - Serve as REcolorado representative on strategic committees, including market statistics committee
 - Prepare monthly housing market reports
 - Negotiate and fulfil annual sponsorships
- Organize REcolorado's participation in REALTOR Association, industry and brokerage/office events:
 - Prepare event plans to include scheduling, staffing, branding, materials, and messaging to ensure goals are achieved
 - Represent REcolorado at REALTOR association meetings, industry trade shows, sales presentations, brokerage events, and office meetings
- Serve as project manager and lead cross-functional teams for projects that promote awareness and adoption of REcolorado products and services and increase membership:
 - Collaborate with Customer Care and Product Management to ensure issues are resolved and the highest quality customer service is provided.
 - Create reports that show use of products and services
 - Understand housing market statistics and produce reports and materials to communicate the information to brokers
- Create and maintain accurate, accessible, and organized documentation using a customer relationship management system
- Maintain excellent knowledge of our portfolio of products and services in order to understand customers' needs, including variable data services
 - Develop and maintain product knowledge on MLS products, procedures, services and tools by attending departmental and training meetings on regular basis

- Organize formal and informal opportunities to collect feedback from customers about existing products, possible enhancements, and potential future products and present opportunities to marketing and product in an organized manner.
- Other duties as assigned

Essential Functions and Responsibilities

- Bachelor's degree from four-year college or university, preferably in a marketing- or business- related program
- At least 5 years B2B marketing and/or account manager experience
- High degree of technical proficiency and the ability to deliver training on technology products
- Ability to coordinate resources to achieve outcomes
- Self-motivated, results-oriented professional with a positive attitude, outgoing personality, and strong ability to build personal relationships
- Excellent public speaking and written communication skills
- Professional presence with strong interpersonal and active-listening skills
- Proven success in building customer relationships and ability to provide premier customer service
- Proficient in Microsoft Office Product Suite
- Valid driver's license in state of Colorado
- Dependable means of transportation to and from the office and events

To apply send cover letter and resume to: dshipley@recolorado.com