**RE/MAX**

**GLOBAL JOB DESCRIPTION EXAMPLES**

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# Office Administrator

**NATURE AND EXTENT OF POSITION**

This is challenging, detailed work, and requiring experience performing confidential senior administrative duties. College level business courses provide a good educational background from which to draw.

Excellent computer skills, discretionary, confidentiality, diplomacy, minute-taking ability, inter-personal skills, organizational ability and the capacity to work under pressure are all necessary elements of the position. The incumbent must have initiative to master new software as technology develops, be motivated, able to work unsupervised and have a dedicated commitment to meet deadlines.

This position commands superior communication skills, as interaction with RE/MAX International Staff and Broker Owners is extensive. Also, the candidate must have an excellent command on the following software packages: Microsoft Office including Word, PowerPoint, Excel and Publisher as well as Adobe products. The candidate must ensure that all work is performed in a highly professional manner and shall understand the responsibilities of management and their functions within the company as a whole.

**OVERALL RESPONSIBILTIES**

The incumbent acts as a confidential assistant to the Regional Director along with the Managers, Office Administration and Corporate Affairs. The individual is responsible for the timely and confidential preparation of varied correspondence as it relates to the business operations of RE/MAX.

**Specific Duties:**

**Administrative:**

* Prepare classified documentation as directed by the Regional Director and other management staff.
* Deal with routine matters and refer situations to proper staff/departments when necessary.
* Forward regional information as necessary to Regional Director’s VIP contacts.

**Meetings:**

* Agenda preparation and other organization for various meetings, i.e., Leadership Committee Meetings, Broker Owner Council Meetings, Broker Owner Retreats.
* Make travel arrangements for Broker Owners attending the aforementioned meetings and confirmations as needed.
* Promote the planning, organizing and preparation of memoranda, agenda, reports and registration for the Annual Broker Owner Council Meetings. Arrange travel for staff presenting at the meeting. Take, prepare and distribute minutes and other correspondence as appropriate.
* Record and distribute minutes for bi-monthly Information Meetings.
* Record and distribute minutes for event planning and post event meetings as needed.
* Plan conference call meetings as directed.
* Track boardroom bookings.

**Broker Owner Retreats:**

* All PowerPoint presentations needed for event.
* Prepare scripts coinciding with the PowerPoint presentations.
* Work with Events Manager on specific duties as needed prior to and on-site of the event.
* Promote the organizing and preparation of memoranda, agenda, registration and welcome packages for the Annual Broker Owner & Manager Retreat. Arrange travel for staff presenting at the meeting if not in town. Organize registration on site. (Must be able to travel for retreat).
* Manage the on-site registration desk.
* Prepare the proceedings from the “Open Forum” sessions as needed.

**Market Share:**

* Send annual notices to RE/MAX Broker Owners and Managers requesting their year-end market share and board reports.
* Transcribe market share information into Excel spreadsheets (accuracy is crucial).
* Liaise with Advertising Department regarding book format.
* Liaise with Events Manager for Conference ad
* Arrange with graphics company to have the market share spreadsheets converted to the required layout.
* Proofing of all graph pages prior to printing.

**Desktop Publishing and Applications:**

* Maintain and create PowerPoint presentations for the purpose of office visits, conferences, retreats, training, meetings, tradeshows etc. as needed.
* Create flyers as needed.

**Miscellaneous:**

* All PowerPoint presentations needed for event.
* Prepare scripts coinciding with the PowerPoint presentations
* Carry out any additional duties as specified by the Regional Director.
* Thoroughly review communication pieces (RE/MAX Times, Sales Associate Profile, Press Releases, RSN Guide and other publications). Write letters of congratulations to the RE/MAX membership featured in the publication from the Regional Director relating to the story.
* Organize travel and accommodation for Broker Owner awarded the base registration conference package given out at annual Broker Owner Retreat.
* Monthly congratulation cards/letters to Sales Associates based on monthly commissions.
* Collection of statistical information as needed from RE/MAX International.
* RE/MAX Alumni candidate information updates and mail distribution.
* Assist in other departments as required.

# Administrative Assistant

**NATURE AND EXTENT OF POSITION (requirements to fill position):**

* Knowledge of Microsoft Word; Excel; Microsoft Office PowerPoint and Publisher programs
* Ability to provide exceptional customer service
* Excellent proof-reading skills
* Minute taking abilities

**OVERALL RESPONSIBILITIES**:

Administrative support to the two Assistant Regional Directors and the Senior Franchise Development Consultant and assistance to the Events Manager on an as-needed basis with conferences, rallies, conventions, etc.

**SPECIFIC DUTIES:**

**Audits**

* Liaison with Broker/Owners and input of confidential information required for audits
* Preparation and forwarding of correspondence and audit documents
* Coordination of office visits

**Broker/Member Services**

* Responding to all RE/MAX Associates for requests of training and special events information, marketing materials, and contract forms, including invoicing, in a timely manner
* Providing and forwarding information related to Member Services for inclusion in Region Update, Insight, and Efacts.
* Responding to email inquiries regarding career opportunities and information related to licensing
* Preparation and assistance with Scripts and PowerPoint presentations for the Annual Conference
* General correspondence
* Minute-taking for Member Services Meetings on a biweekly basis
* Travel Scheduling: flights, hotels, car rental
* Preparation of training materials and updating PowerPoint Presentations for Regional Management Training, Sales Associate Orientation, Spring Rallies, Broker Council Tour etc.
* Mailing IMS Market Share Books and follow-up invoicing
* Tracking availability and shipping of Member Services loaner banners
* Assistance with Special Projects i.e. recruiting and retention brochures
* Liaison with consumers in complaint matters
* Liaison with RE/MAX International re Trademark Infringement issues
* Reviewing advertisement/personal promotion items/signage for infringements
* Assisting consumers and RE/MAX Associates in locating RE/MAX offices
* Providing support for franchise sales activities/franchise marketing
* Receiving registrations for monthly Sales Associate Orientation, creating database, and issuing confirmations; providing invitations and thank you letters to Top Producer Panelists; producing roster
* Receiving registrations for Power Start Program, creating database, issuing confirmations, and producing training manuals for all participants. Producing name badges, tent cards, certificates and roster.

**Commercial Division**

* Preparation and distribution of Welcome Letters to new Commercial Sales Associates
* Policy Guideline and application follow-up
* Membership Roster coordination

**Miscellaneous**

* Providing backup support front desk phones and reception area
* Minute taking at Information Meetings when Executive Assistant is absent
* Assisting in major mailings
* Updating training PowerPoint monthly
* General support for conferences and conventions

# Accounts Receivable Processor

**NATURE AND EXTENT OF POSITION (requirements to fill position):** Knowledge of bookkeeping and some accounting terminology and experience, and ability to work an adding machine and have a very good understanding of numbers.

You must be very organized and be able to problem solve and work on your own.

Accuracy is crucial as well as having a high typing speed. A solid knowledge of computer programs such as Excel and Word and the current data base, Region 2000.

Must know how to use the Internet, Email, Fax Machine and deposit cheques at the bank.

Communication skills are necessary when relaying and retrieving information from other RE/MAX offices.

**OVERALL RESPONSIBILITIES**:

* reporting of all commissions from the RE/MAX offices
* enter the Closed Transactions and member profiles as well as maintaining them.
* bank deposits
* keep records of dates when billing reports start coming in and prepare for the next months billing mail out and make changes if necessary to any labels.

**SPECIFIC DUTIES:**

When entering Member Profiles I have to check closely for any missed information and call their office if needed. I have to enter them according if they are sales associates or licensed assistants and adjust bill codes for the difference and now also add 1% to those who are not grandfathered. I have to note their team leaders if they have one and that is recorded on a roster that Sherry and I use monthly for keeping track of billing reports and noting any changes that may pertain to their billing. These are then given to the receptionist and eventually come back to me for filing.

When the billing reports start coming in, I open packages and sort through them and prepare them for doing the cash apply. There are often changes needed as they have added for someone new or credited someone who has left or has transferred. In these packages there are often items for other people in the office that I will pass on to. If there is anything missing I will call the office and request it. Often, it takes a lot of time to do all this especially if the cheque given is not the grand total due and the office didn’t make notes of what they are paying in each category and therefore I will have to figure this out. You have to know how to do the formula when you need to credit a sales associate that has left that office.

Some offices don’t return the whole package that we send them, so we will either print off another copy or call and request they send it. We need to know if their cheque balances to what they owe and also need the stats. Many offices will enclose their own reports of the stats and we will have to compare that to ours as there could be missing status change forms they didn’t send, for those who are in teams or have name changes. All these stats are entered into the data base in a short time and as sometimes they all come in at once it is very challenging to get this in a timely manner and be accurate. Some offices will have revisions as well, and that also has to be taken care of and corrected.

I receive all the Closed Transactions and enter all offices in the data base. If things are not added up or missing I need to call the office. Once these have all be done I print off a Proofing Report and check all of them to ensure they have been entered correctly and then I will file them away. Sherry will give me all the status change forms for the month and I will photocopy them and put them in two piles, one for us and one pile to be sent in Sherry’s package to International.

I also receive On-Line Bio’s and make changes if they are noted and file them away. Some associates change their website or email or cell phone, those are the most common changes. If they have a different website, I go online and check it out to make sure it does work and has RE/MAX on it. There are times when possibly fifty or so come in through my email a day.

Any time a sales associate transfers to a different office, I go into the data base and type in the new offices address and phone number.

I have my own labels that I maintain. One being for the mail out of our billing reports. I will make changes accordingly if they have different addresses or broker changes or change office ID numbers. I will print off these every month and put them on envelopes and prepare for the mail out which I do. If anyone else has anything to go out to the offices, I will also enclose it with the billing report.

I file all accounts/payable information and maintain those files, member profiles, billing reports, closed transactions, offices changes, leave of absence files, and on line bio’s. Towards the end of a year I have to prepare new folders with the New Year and file away all of the existing files, label the box and put downstairs in the vault.

I keep binders for all the terminations and pull their member profiles out of the files and attach to that status change form. I also file all status change forms and attach to that persons member profile, note the change on it and then re-file it.

I track when the billing reports come in on Excel. The first five business dates are counted as being on time, the sixth business day and 3 days being grace, which I change the date as blue as showing a little late, all reports that come in after that I will record their date in red.

Before the billing reports are filed away I enter the waybill number on the cover of them that Sherry and I have written down when they come in. This is done in Excel. When the DHL bill comes in, I then cross check everything to make sure that they are not charging us for someone else’s waybill. I will then pass this to the accounts payable person and write on it, okay to pay, or don’t pay line such in such if that wasn’t ours and then they will take care of paying this bill.

I also cover Reception from time to time when needed. Which is basically answering phones and directing calls either to that person or their voice mail. Some of the calls can be answered by me. If the Office Assistant is not here, I will get the mail ready for pickup. I know how to operate the mail machine to put the postage on things going out.

# Agent Nominee

**NATURE AND EXTENT OF POSITION (requirements to fill position):**

Level II Life, Accident and Sickness License

**OVERALL RESPONSIBILITIES**:

* Administration of group insurance program for all offices including broker owners, sales associates and staff

**SPECIFIC DUTIES:**

**ENROLLMENTS**

* Ensure current plan information is on website
* Ensure current information is included in Welcome Kits
* Ensure all offices have current information and forms
* Ensure all forms received are originals and completed correctly
* Enter new members on both my system and insurance companies’ systems
* Promptly send out new cards and booklets to members

**TERMINATIONS**

* Receive terminations from offices or individuals
* Check termination report received from Accounting to ensure they are processed
* Enter terminations on my system and insurance companies’ systems

**CHANGES**

* Receive changes to coverage from the membership
* Enter all changes on my system and insurance companies’ systems
* Send out new certificates showing changes to coverage

**BILLING**

* Prepare invoices and statements for each member and mail out
* Prepare volume and summary reports
* Payments are received by the 5th business day in the month and are entered on my system
* Cheques are totalled and given to Accounting
* Visa and Mastercard payments are processed on terminal and entered on my system and report given to Accounting
* Aged report is prepared at month end and given to Accounting. Call offices and individuals regarding overdue payments
* Ensure Member Services is notified on all overdue amounts

**CLAIMS**

* Ensure they are completed properly and check policy and certificate numbers to ensure they are correct
* Send to appropriate insurance company
* Assist with any problems regarding claims to ensure they are paid properly and in a timely manner
* Enter life waivers and survivor benefits on my system

**RENEWALS**

* Ensure yearly plan renewals are completed on time and membership is notified of all changes
* Track monthly premiums and claims to ensure they are in line and if not changes should be made to coverage or rates before renewal date.
* Make change to my system regarding coverage and rates.

**SAO and RMT**

* Presentation is done at both SAO and RMT classes
* Ensure powerpoint and training binders are up to date

**CONFERENCES**

* Attend conferences and man corporate booth and help with registration, signage, awards, etc.

**LICENSING**

* Renew personal license every 2 years
* Renew corporate license every year
* Complete a minimum of 60 continuing education hours every 2 years
* Ensure E&O insurance is in place

# Business Development Consultant

Business Development Consultant

Position Overview

The BDC is a primary business builder for the RE/MAX Head Office. The BDC is responsible for persuading business people currently outside the RE/MAX organization to join the RE/MAX network by purchasing a RE/MAX franchise. The FDC reports directly to the Regional Director and/or Assistant Regional Director. The BDC is assigned a pre-determined territory and is responsible for prospecting and handling leads from initiation through the closing (purchase) of the franchise.

Duties and Responsibilities

Business Development and Sales

* Perform with a high integrity sales approach that is sincere and focused on delivering information while generating excitement about the RE/MAX brand.
* Maintain a professional presence and demeanor.
* Travel up to 50% within the regional territory.
* Highly effective in telephone and face-to-face communications and presentations.

Franchise Sales

* Research: markets for franchises or need for additional franchises and ascertain conversion possibilities.
* Prospect: identify key franchise prospects based on perceived profitability, reputation, business acumen and technological orientation.
  + Stay abreast of competition, including information on market share, sales associate numbers and owner/manager details.
  + Establish and maintain franchise prospects via telephone contact, mail and follow-up program.
  + Create and maintain a prospect database and track and report on sales activities and results.
* Present: RE/MAX in one-on-one and group settings.
  + Invite to and host prospects at regional events, networking events and Real Estate Conferences. Set-up and man the booth, if available.
  + Complete necessary documentation including Request for Information, Background Checks, Franchise Agreement, etc.
* Negotiate: deal points, Disclosure Document and Franchise Agreement and successfully handle the prospect’s objections.
* Close: the sale. After sale, effectively transition the new Broker/Owner to the FDC while maintaining the relationship after the sale

Miscellaneous

* Assist with planning with Regional Director, Assistant Regional Director and Franchise Development Consultant.
* Other as directed by Regional Director and/or Assistant Regional Director.

# Business Development Administrator

**BUSINESS DEVELOPMENT ADMINISTRATOR**

**POSITION OVERVIEW**

To assist business development team with anything related to mergers, conversions, expansions and start-up sales opportunities. Handles most administrative duties related to department. Maintenance and growth of database, co-ordination of sales process and general support for the Business Development team.

**DUTIES AND RESPONSIBILTIES**

Acts as a confidential Assistant to the Manager - Regional Services. & assistant to the Business Development team as required. Responsible for the timely and confidential preparation of varied correspondence as it relates to the business operations of RE/MAX.

**Specific Duties:**

**Business development administration**

* Answer &/or distribute web and phone leads
* Maintain marketing supplies, including creating folders for handouts
* Attend if/when required the business development meetings
* Create and manage protected territories for the Business Development Team
* Obtain correct and up-to-date market intelligence for the Business Development team through internet & newspaper research
* Maintain & grow prospect databases by working within appointed areas
* Co-ordinate and manage the Business Development databases as dictated by email campaigns
* Prepare and distribute reports from email campaigns
* Maintenance of business development documentation pipeline
* Maintain adequate levels of Request for More Information booklets
* Maintain adequate levels of Franchise Application Booklets & RE/MAX Business Plans
* Follow-up with prospects for information relating to preparation of Disclosure Documents and Agreements.
* Responsible for making sure current events are utilized by the business development team
* Prepare and maintain the internal forms and letters relating to the Business Development department
* Maintain joinremax.com site by providing new content and evaluating website traffic and utilization

Contract and Membership Administration

* Prepare and Maintain Disclosure, Renewal and Franchise Agreement documentation
* Co-ordination of sales process from initial enquiry to hand over (Checklist attached) to Franchise Development & Member Services
* Assist in processing franchise contracts, making sure files are complete and ready to submit to Franchise Development
* Conduct membership audits to assist International with membership reconciliations
* Perform hidden agent audits
* Conduct Bankruptcy Checks, ASIC Company Searches, License Checks & Business Name Checks
* Prepare Disclosure Documents and Protected Territory Certificate for new sales & renewals
* Conduct Solicitors/Banker/Reference Checks for new franchisees
* Ensure the Business Development Team have conducted a site inspection/location check & obtained a copy of the signed lease for new sales
* Prepare Franchise Agreements, relevant addendums, sign back form & invoice for new sales
* Prepare Renewal Franchise Agreements, relevant addendums & invoice for renewals
* Prepare Termination or Non Renewal documentation
* Ensure that a meeting has been organized with the new franchisee, the BDC & FDC
* Organize the registration of Business Name
* Meet with the Managing Director to sign agreements, relevant addendums and sign back form
* Send receipt of payment for Initial Franchise Fee
* Prepare documentation & report new office details/renewals/terminations/non renewals to International
* Send agreements for stamping if required and once returned, post a copy of the stamped agreement & relevant addendums to the Broker/Owner
* Provide franchisee with the choice of 2 domain names
* Communicate to the regional team the office opening date for new offices
* Assist & encourage our new brokers to book their staff & themselves into BMT, Orientation & Associated events
* Prepare File and organise handover meeting with relevant FDC
* Ensure Marketing and Communications Manager has had discussions with the new Broker/Owner about branding information, signage etc
* Add new office to Connect, organize the generic office & property management emails if applicable and obtain their REA agent ID/password to add to the portal tab
* Communicate to all offices regarding franchise changes
* Maintain spreadsheets reflecting all current and outstanding renewals
* Liaise with RE/MAX LLC when member information is incorrect
* Assist with membership reconciliation if/where required
* Preparation of EOM Report – status on renewals, terminations & sales

Training

* Prepare and present training presentations either inhouse or via webinar for Orientation, designated topics and other events as needed to inform the membership of the RE/MAX systems, legislation, compliance and profitability.

Other Duties & Responsibilities

* Responsible for meeting and exceeding the performance standards set forth by management
* Keep information confidential to protect the organization
* Help provide coverage when the Office Administrator is away
* CRM Systems Administration
* Communicate with Managing Director and Business Development team
* Communicate the concerns of Broker/Owners and Sales Associates to the relevant staff at regional office
* Liaise with IT support when there are issues with the website or Connect 2
* Assist the membership with sorting out the failed listing validation errors to ensure these listings appear on the website
* Perform all other duties if/when required by the Managing Director, Manager, Regional Services or REMAX, LLC

**Key Results:**

Work must be completed in a timely manner and all communication that leaves the department is done with no errors. All leads handled immediately and distributed properly. Projects are handled with urgency along with creativity and ownership of all new and existing projects is a must. Franchise files are complete and thoroughly managed prior to processing.

# Franchise Development Consultant

Position Overview

The FDC is the primary liaison between the Broker/Owner, Sales Associate and the RE/MAX Regional Office. The FDC is responsible for building relationships and ensuring that Broker/Owners and Sales Associates receive all of the benefits and services provided by RE/MAX. The FDC reports directly to the Regional Director and/or Assistant Regional Director and is assigned a number of offices in a pre-determined territory.

Duties and Responsibilities

Recruiting

* Conduct calls/meetings with RE/MAX Broker/Owners and Sales Associates and answer questions from regional and international perspective.
* Coordinate and attend recruiting seminars at Broker/Owner meetings or retreats.
* Develop and implement recruiting programs, plans and initiatives.
* Provide direct support, motivation, consulting and coaching to Broker/Owners and initiate compliance measures as necessary such as quota enforcement.

Retention

* Conduct “Sales Associate Orientations” and “Benefits and Services” presentations.
* Answer Sales Associates’ questions and troubleshoot problems and concerns.
* Recognize associates for production and community citizenship achievements.
* Provide direct support, motivation, consulting and coaching to individual Broker/Owners.

Profitability

* Provide consulting and coaching to Broker/Owners on office fees and financial planning.
* Coordinate financial planning and business planning seminars at Broker/Owner meetings or retreats.
* Motivate Broker/Owners to keep current on monthly fees and annual dues and initiate compliance measures as necessary.
* Provide support and coaching for Broker/Owners, as they request, including breakeven and forecast analysis in order to achieve maximum profitability.

P.M.P.

* Conduct annual review including Office Analysis and Office Growth Plans.
* Assist the Franchise Marketing Team, if separate, on prospective office conversions, leads and prospects and attend presentations for prospective franchisees.
* Participate and coordinate regional community citizenship sponsorships and events.

Other Duties and Responsibilities

Communication

* Visit offices on a schedule dictated by Regional Director, solicit Broker/Owner and Sales Associate feedback and resolve operational and marketing-related issues. Answer questions about RE/MAX benefits and services such as RU Videos, Ad Fund, Design Center and Approved Supplier Program.
* Communicate industry news and trends and regional news.

Events

* Assist with Broker/Owner meetings, continuing education classes, charity events, hot air balloon events, etc.
* Motivate Broker/Owners and Sales Associates to attend events.

Technology

* Conduct presentations and communicate on new developments in RE/MAX technology.
* Troubleshoot Mainstreet, Design Center, remax.com.au issues and/or escalate to appropriate Regional or International personnel.

New Office Opening

* Attend new office grand opening events, if available.
* Assist with new office configuration and/or refer Broker/Owners to qualified consultants.
* Coordinate referrals from other Broker/Owners regarding office-opening techniques and best practices.
* Answer post-RE/MAX Management Training questions.

Miscellaneous

* Address billing issues such as collection of RE/MAX Annual Dues, Continuing Franchise Fees and Ad Fund Fees.
* Address other contractual compliance issues such as office location, entity names and insurance.
* Administer or resolve disputes among consumers, Broker/Owners and Sales Associates.
* Conduct planning sessions with Regional Director.
* Other as directed by Regional Director or RE/MAX, LLC.

# Franchise Sales Administrator

**NATURE AND EXTENT OF POSITION**

To assist franchise sales team with anything related to mergers, conversions, expansions and start-up sales opportunities. Handles all administrative duties related to department.

Excellent computer skills, discretionary, confidentiality, diplomacy, minute-taking ability, inter-personal skills, organizational ability and the capacity to work under pressure are all necessary elements of the position. The incumbent must have initiative to master new software as technology develops, be motivated, able to work unsupervised and have a dedicated commitment to meet deadlines.

This position commands superior communication skills, as interaction with RE/MAX International Staff and Broker Owners is extensive. Also, the candidate must have an excellent command on the following software packages: Microsoft Office including Word, PowerPoint, Excel and Publisher as well as Adobe products. The candidate must ensure that all work is performed in a highly professional manner and shall understand the responsibilities of management and their functions within the company as a whole.

**OVERALL RESPONSIBILTIES**

The incumbent acts as a confidential assistant to the Regional Director along with the Managers, Office Administration and Corporate Affairs. The individual is responsible for the timely and confidential preparation of varied correspondence as it relates to the business operations of RE/MAX.

**Specific Duties:**

* Obtain correct and up-to-date market intelligence
* Microsoft CRM knowledge and administrative maintenance
* Development of franchise sales communication pieces
* Follow-up with candidates (lead generated)
* Responsible for making sure current events are utilized by BDC
* Communication with franchise sales team
* Maintain candidate data bases through CRM
* Identify sales leads through various software packages
* Manage target marketing campaigns
* Maintain referral documentation, Y-T-D total
* Distribute web and phone leads
* Maintain marketing supplies, including creating folders for handouts
* Assist with event planning and coordination of all franchise sales meetings
* Responsible for meeting and exceeding the performance standards set forth by management
* Create and manage territory maps for each BDC
* Reports for franchise sales, distributed internally and externally
* Assist in processing franchise contracts, making sure files are complete and ready to submit to contracts

**Key Results:**

Work must be completed in a timely manner and all communication that leaves the department is done with no errors. All leads handled immediately and distributed properly. Projects are handled with urgency along with creativity and ownership of all new and existing projects is a must. Franchise files are complete and thoroughly managed prior to processing.

# Manager of Regional Operations (MRO)

MANAGER OF REGIONAL OPERATIONS (MRO)

Position Overview

Remain current with all aspects of the Head Office in order to handle all situations with familiarity and remain current with real estate industry issues.

Oversee finance and accounting functions for RE/MAX along with the Regional Director. Oversee finance and accounting functions for the RE/MAX Regional Development Fund and Ad Fund along with the Manager of Marketing and Communications. Oversee the development and implementation of internal controls, preparation of financial statements, liaison with auditors and tax accountants for year-end reports, and maintain integrity and accuracy of the outsourced accounting systems.

Oversee a wide range of services and member benefits including: (1) franchise agreement administration and contract compliance; (2) the production and execution of all events and training programs; (3) the maintenance of the web and technology systems; and (4) the management of the internal Operations Head Office Team.

Duties and Responsibilities

Financial

Work through outsourced accounting firm and RE/MAX LLC to accomplish the following:

* Supervision of MHM
* Preparation of monthly, quarterly and annual financial statements
* Preparation of budgets, monitoring performance against budget; identify trends
* Establish and maintain internal controls
* Source the purchase of capital acquisitions
* Oversee administrative tasks (cheque requisitions, purchase orders, filing etc)
* Oversee preparation and remittance of government forms and payments; payments received on promissory notes/receivables; payments for renewals and new franchises, cash flows; submission of Sales Associate and Office reporting/returns for statistical and awards purposes; special audits, events and special projects
* Evaluate E-Commerce trends and the effects on the company's accounting systems
* Regional Management Training – presentation of office systems

Event Management and Membership Recognition

Oversee development and delivery of conferences, conventions, sales rallies, training and meetings and awards and recognition programs, as follows:

* Oversee development of annual events calendar
* Oversee creation of various collateral pieces in support of the events (brochures, flyers, registration forms, tradeshow packages)
* Participate in conference planning meetings; develop budgetary requirements for each event and provide ongoing updates on event expenses; assist with research and negotiation of contracts for conference speakers and entertainment and outside vendors (Audio Visual, Photography, Décor)
* Oversee collection and reporting of month-end and year-end statistics regarding number of sales associates, franchisees, award level recipients, etc.
* Oversee Hall of Fame, Lifetime Achievement and Circle of Legends application collection, verification and follow-up and liaise with the Membership Awards Coordinator at RE/MAX LLC
* Oversee development of Approved Supplier program
* Oversee booking of new Broker Owners and Managers into Management Training
* Book and coordinate all details for staff functions and parties.
* Chair both pre and post event recap meetings
* Oversee management of RE/MAX hot air balloon program

Contract and Membership Administration

Oversee contract functions, as follows:

* Oversee preparation of franchise agreements for new sales, transfers, renewals, and special addendums
* Oversee preparation of initial franchise information package including Personal History Forms; review and consent for office name; and distribution of completed franchise agreements to RE/MAX LLC; attendance to Management Training; and advise office regarding franchise changes
* Oversee reporting and analysis of Sales Associate and staff within each RE/MAX office for new, transferred and terminated members
* Along with Franchise Development, insure that all aspects of franchise agreements are complied with i.e. insurance coverage, quota tracking and financial statement filing
* Keeps spreadsheets showing all current and outstanding renewals and statistics of monthly and annual production
* Liaises with RE/MAX LLC when member information is incorrect

Other Duties and Responsibilities

Franchise Liaison

Work together with Franchise Development in achieving maximum profitability for the Region and Broker/Owners

* Consult on recruiting, training and other programs and materials that assist franchisees in presenting the distinctive benefits and record of success of the RE/MAX organization and systems and programs that aid in the retention of members
* Visit offices and help Broker/Owners achieve franchise administrative and profitability objectives
* Communicate and address the concerns of Broker/Owners and Sales Associates to RE/MAX LLC and the Head Office team

Dispute Resolution

* Assist membership in resolving internal conflicts that occur from time to time and assist Broker/Owner and sales associate resolve public complaints

Education

* Work with Broker Owners in upgrading skills of the membership through seminars and courses and orientation of new sales associates and broker owners to the RE/MAX system

Staff Development

* Work with other Senior Staff on employee merit increases and employee development

Privacy

* Continuously improve and communicate office policies and procedures

Human Resources

* Liaison with Regional Director and RE/MAX LLC regarding staff requirements and supervise staff
* Hire staff; place ads and perform interviews
* Organize staff retreats and work with Regional Director on staff, self and team improvement

Office

* Oversee office maintenance and repair

Security

* Oversee office security and office access

Legal

* Liaise with legal team at RE/MAX LLC and Allen Arthur Robinson regarding all legal disputes. Prepare documents as required for legal team.

Training

* Prepare and present training presentations for Orientation, Broker Management Training, Broker Retreats, High Achiever Retreats and events as needed to inform the membership of the RE/MAX systems, legislation, compliance and profitability.

Other

Any and all other duties as directed by the Regional Director, Vice President, International Development or Regional Development Consultant.

# Regional Director

**REGIONAL DIRECTOR JOB DESCRIPTION**

**Department: Business Growth**

**Manager: Region Owner**

**Job Scope**

A Director is responsible for the overall success of franchisee’s. The Region Director is the main point of contact, relationship manager and liaison between the region and RE/MAX, LLC and guides Broker/Owners through the “RE/MAX Experience.” This includes identifying customer needs, creating plans to address, and leveraging key internal resources, as needed, to achieve desired results. The Director offers financial, organizational and operational guidance, utilizing the Professional Development Team and other internal resources, as needed, to drive growth, profitability and accountability. The Region Director is the manager for all region staff positions.

**Success Profile**

1. Creates and nurtures relationships with franchisees, agents, region staff and other strategic partners using industry knowledge, communication and relationship development skills to advance business opportunities.
2. Schedules regular client portfolio business review meetings, in conjunction with the BCG, if necessary to ensure growth plans are being met.
3. Has deep understanding and effectively utilizes financial, organizational and operational consulting practices.
4. Has deep understanding of Momentum Principles and leverages the region staff as needed or by request.
5. Mentors and manages the region team members.
6. Performs the role effectively through consistent application of these responsibilities.

**Core Competencies/Performance Categories**

* **Technical/Functional Expertise –** has knowledge of the job, function, region and its impact on customers, continues to learn and grow, stays current on changes in process, policy and the function, excels at contract negotiation, and fulfills responsibilities of the job. Assists the franchise sales team in closing new franchise sales
* **Customer and Relationship Focus –** anticipates and delivers on customer needs, manages internal and external relationships, respectful of team, resolves customer escalation, responds with tact and diplomacy, shares pride of the brand to customers, preserves the culture
* **Decision Quality –** makes sound decisions quickly, gathers information, considers long term repercussions of decisions, is accountable for decisions
* **Drives for Results and Quality –** takes ownership of job assignments and productivity, takes initiative, focuses on the quality and quantity of results, sets priorities and meets deadlines and keeps region owners apprised of progress
* **Communication** – disseminates and communicates key feedback and opportunities to all relevant stakeholders. Ensures appropriate and accurate documentation by all stakeholders is completed through CRM
* **Collaboration** – works in conjunction franchise sales, BCG’s, coordinator, and region owner. Shares ideas, solutions and opinions, and includes those with special expertise or perspective to achieve growth goals

**Key Performance Indicators (KPI’s) within client portfolio**

* Market share growth
* Oversees Net agent gain
  + New adds
  + Terminations
  + Reactivations
* Oversees RE/MAX franchise sales, conversions, brokerage M&A
* On-time completed franchise renewals
* Collections
* Expense Control
* Customer calls/appointments kept ratio
* Business reviews completed
* Client portfolio performance

**Qualification Criteria**

* College degree preferably with focus in business, finance or marketing
* 5+ years of Franchise Development, Business Operations Management or Business Consulting experience (franchise and/or real estate background required)
* Demonstrated ability to influence, collaborate and build relationships throughout the entire organization and is considered a resource
* Ability to analyze business metrics and provide input on region budgets
* Demonstrated ability to mentor others and assist with training and development of team members to meet organizational goals
* Possesses strategic thought leadership and champions change initiatives within the organization
* Strong critical thinking and adaptability as well associal, communication, interpersonal, dispute resolution and presentation skills
* Strong planning and analytical skills
* Knowledgeable in current and future real estate industry practices, trends, technologies and information affecting the business and organization
* Proven ability to deliver results with the ability to successfully manage multiple priorities
* Creative problem solver that utilizes practical and logical thought processes to make decisions
* Solid track record of setting milestones and metrics
* Ability to travel to strengthen long term relationships with clients

# Assistant Regional Director

**OVERALL RESPONSIBILITIES**:

The Assistant Regional Director is responsible for the following areas:

* Broker Owner (B/O) liaison
* Sales Associate (S/A) liaison
* Commercial Division
* Franchisee Daily Operational Consultant
* Franchise Sales (new - existing)

Mergers/Acquisitions Consultation

* Mortgage Division
* Assist in Department Annual Budgets
* Represent the Regional Director at meetings/functions when required

This is one of eight positions reporting directly to the Regional Director. Team members meet regularly to discuss overall programming and specific events. The discussions often involve brainstorming (mind mapping) to plan events and to focus on dealing with challenging situations as they arise.

**NATURE AND EXTENT OF POSITION:**

This position requires previous experience as a RE/MAX Senior Franchise Development Consultant and must be familiar with the successful operation of a real estate franchise and sales experience. The experience level is important as the Broker Owners need to see someone in the position knows the challenges they face. The position is a team situation.

Working with the other members of the Regional Services Department, a wide range of services are provided. It is important to be familiar with all aspects of the department so as to be able to handle all situations with familiarity. The incumbent must also remain current with issues that affect the real estate industry.

Experience in working on multiple projects with effective time management is a pre-requisite for effective performance. Even though the position functions within a strong team concept there is strong autonomy to the position specifically in the delivery of services to the broker owners and in the planning and budgeting of events covered within this position.

The Assistant Regional Director focuses on the offices within their prescribed territory and will typically deal with all the franchisees in the Region on matters of daily operational challenges.

Franchise sales will also take the incumbent throughout region. It is realistic to expect two to three new franchise sales per year within the territory. The majority of time spent in this area involves consultation in the sale of existing franchises.

The incumbent is also responsible for the support and services provided to the Mortgage and Commercial Divisions in the delivery of educational programs, division growth and liaison.

Directly responsible for the planning of the departmental budget, the incumbent is expected to perform the duties with fiscal responsibility. Handling a challenge electronically (phone, fax, e-mail) is far more efficient in time and on the budget than traveling to deal with it in person. There are times, though, when a personal visit is the only way it can be handled. The incumbent is expected to be able to judge the level of involvement required for each specific situation. It is to this end that effective communication and sales skills are critical. Often times a challenge can be overcome with listening, feeding back the statement, then following with discussion. At other times, the skill of the incumbent in selling an idea or concept will meet the objective.

**SPECIFIC DUTIES:**

**Regional Services:**

* **Franchise Liaison**
* promote and build the RE/MAX system through recruiting and retention
* aid in the development, delivery, and promotion of the range of products and services offered by RE/MAX
* office is working efficiently
* work together with the broker owner in achieving maximum profitability
* insure all Regional/International fees are received in a timely manner

- consulting on recruiting, training and other programs and materials that assist franchisees in presenting the distinctive benefits and record of success of the RE/MAX organization to potential recruits;

- supporting franchisees in acquiring local competitors and integrating such competitive brokerage operations into the franchisee’s owned brokerage operations;

- consulting on systems and programs to aid in the retention of existing associates

* visiting offices to meet with Broker/owners and sales associates to achieve franchise development objectives
* communicate and address the concerns of broker/owners and sales associates as appropriate
* working with franchisees on the setting of sales associate targets and providing the coaching assistance for their attainment
* **Dispute Resolution**
* through using the RE/MAX Dispute Resolution System (mediation/arbitration), resolve conflicts that will occur from time to time between sales associates and broker owners.
* **Consumer Complaints**
* Broker owner and sales associate investigation in resolving public complaints
* **Programming**
* telemarket and promote sales rallies and conferences
* RSN liaison
* write or provide articles for Regional Newsletters and Monthly Updates
* **Education**
* work with Broker Owners in upgrading skills of the membership through seminars and courses
* Internet/Web Services liaison
* **Group Ad Fund**
* work with single office areas in planning support media expenditures
* **Events**
* assist in the development and delivery of conferences, conventions, sales rallies and councils
* act as Master of Ceremonies, moderating and speaking at these events
* promotion of special events
* **Budget Planning/Financial Performance**
* assist the Regional Director and the accounting department in setting budgets for the department
* be accountable for the financial performance of the department
* meet periodically with the Regional Director and the Senior Finance Consultant to review budgets and financial performance of the Region
* **Staff Development**
* work with Regional Director and other Senior Staff on employee merit increases and position development

**Franchise Sales:**

* **New Franchise Marketing Program**
* Identify key franchise prospects based on perceived profitability, reputation, business acumen and technological orientation
* Identify markets for franchises or need for additional franchises and ascertain conversion possibilities.
* Stay abreast of competition, including information on market share, sales associate numbers and owner/manager details
* establish and maintain prospective franchise purchasers
* telephone contact
* mail and follow-up program
* Real Estate Association Conference attendance
* booth set-up and display maintenance
* **Existing Franchise Sales**
* Broker Owner Consulting
* confidentiality and marketing guidelines
* establishment of value
* Sales package and development and distribution
* Structuring Interim Agreements/Proposals

**Commercial Division:**

* **Membership Criteria and Maintenance**
* updating of membership as required
* Internet updating
* liaison with other regional representatives
* organize commercial specific networking sessions
* insure Commercial Guidelines and Policy requirements are followed
* **Education and Programming**
* delivery of CCIM courses
* commercial specific sessions at conferences
* develop commercial programming
* **Group Ad Fund**
* liaison with Group Ad fund department in the delivery of advertising and promotion
* **RE/MAX International**
* liaison with International staff members

**Mortgage Division:**

* **TD Canada Trust**
* Partnership Program
* Sponsorship budget administration
* liaison with TD head office representative
* delivery of TD promotional material
* mortgage volume reporting and administration
* special event sponsorship liaison
* **Review Opportunities**
* assess proposals and new brokerage developments for potential revenue

# Regional Services & Events Coordinator

**NATURE AND EXTENT OF POSITION (requirements to fill position):**

* Extensive food and beverage knowledge and proven ability to plan and execute events effectively.
* Proactive with a demonstrated eye for detail and the ability to manage multiple functions and projects while meeting deadlines.
* Highly motivated and client driven with a proven ability to solve problems and make timely decisions.
* Excellent interpersonal and communication skills, both written and verbal.
* Strong team player, good problem solver, confident, energetic and flexible.
* Able to liaise amongst several managers and departments with professionalism and ease.
* Working knowledge of MS Word, Excel and Publisher.
* Ability to work independently.
* Flexibility to travel to attend on-site meetings when required.
* Hospitality Degree or Diploma preferred.
* Minimum 2-3 years in Full Service Hotel.
* Minimum 2 years in Event Management.
* Knowledge of hospitality industry trends.

**OVERALL RESPONSIBILITIES**:

* Responsible for the production and execution of all conferences, retreats, meeting and training sessions.
* Coordinate all logistical aspects for meeting such as: venue selection, review and approval of vendor contracts, cost projection and budget analysis for each event, rooming lists, meeting room set-ups, audio visual requirements, catering arrangements/menu selection and promotional items/gifts.

**SPECIFIC DUTIES:**

* Creation of various collateral pieces in support of the events (brochures, flyers, registration forms, tradeshow packages)
* Research and negotiate contracts for conference speakers and entertainment
* Administer and coordinate requests for prize donations and giveaways
* Manage current inventory of prizes and giveaways and order new inventory as required
* Prepare and execute on site registration, room set up and Audio Visual requirements for monthly Sales Associate Orientation and Broker Owner Training.
* Work with National Marketing & Communications Manager for Annual Conference pieces (brochure, registration form, event tickets, name badges and pocket agenda).
* Contract outside vendors (Audio Visual, Photography, Décor).
* Develop annual events calendar.
* Provide trade show organization, administration and analysis of activity and results from various trade show venues.
* Liaise with National Marketing & Communications Manager for events, PR and marketing
* Prepare rooming lists and travel requirements for each off site event
* Work with each venue to meet and exceed our food and beverage requirements
* Monitor and handle requests for Approved Supplier program- Is this Lisa now?
* Executing administrative tasks (cheque requisitions, purchase orders, filing etc)
* Shipping and receiving promo, conference, retreat and training materials
* Manage relationships with external vendors, suppliers and agencies
* Negotiate and book function space for Sales Rallies, Broker Owner Retreat, High Achievers Retreat, Annual Awards Conference, Monthly Sales Associate Orientation and Broker Owner Training at various locations across country.
* Book all new Broker Owners and Managers into International Management Training in Denver.
* Manage on-site event execution of conferences, meetings and retreats.
* Send mail outs with information and registration for upcoming conferences, retreats, rallies and training sessions.
* Create and order all signage for each event as required.
* Develop budgetary requirements for each event and provide ongoing updates on event expenses.
* Book and coordinate all details for staff functions and parties.
* Chair both pre and post event meetings.

# Director, Regional Advertising

**NATURE AND EXTENT OF POSITION (requirements to fill position):**

In order to manage the Group Advertising department for the RE/MAX, the incumbent must have a degree or diploma in Business Administration, Marketing or Advertising. Additionally, several years of managerial experience with volunteer committees, multi-media production, public relations programs and employees is required.

**OVERALL RESPONSIBILITIES**:

As a member of the senior management team, the Director, Regional Advertising is responsible for the overall management of the Regional Group Advertising fund, currently $7.4 million. The job entails investing in paid advertising media, public relations and communications to increase brand image with the ultimate goal to recruit and retain agents and promote top-of-mind awareness with consumers.

**SPECIFIC DUTIES:**

* Overall budget management
* Manage two full-time employees
* Provide advertising consultation service to local committees and franchisees to encourage the effectiveness of their local advertising dollars
* Travel to and attend local volunteer committee meetings
* Prepare and conduct monthly presentations to new Sales Associates and Brokers
* Travel to Regional and International conferences, Regional retreat and Council tour
* Facilitate panel sessions as required
* Manage outside advertising agencies and creative production
* Manage and co-ordinate the Regional Group Advertising Committee and annual meeting
* Manage RE/MAX hot air balloon program
* Oversee the regional Public Relations strategy
* Oversee production of corporate collateral material including brochures, internal communications and media such as television, print, radio and outdoor.

# Senior Advertising Manager

**NATURE AND EXTENT OF POSITION (requirements to fill position):**

In order to manage the Group Advertising department for the RE/MAX, the incumbent must have a degree or diploma in Business Administration, Marketing or Advertising. Additionally, several years of managerial experience with volunteer committees, multi-media production, public relations programs and employees is required.

**OVERALL RESPONSIBILITIES**:

As a member of the senior management team, the Advertising Manager is responsible for the overall management of the Regional Group Advertising fund. The job entails investing in paid advertising media, public relations and communications to increase brand image with the ultimate goal to recruit and retain agents and promote top-of-mind awareness with consumers.

**SPECIFIC DUTIES:**

* Overall budget management
* Manage one full-time employee
* Provide advertising consultation service to local committees and franchisees to encourage the effectiveness of their local advertising dollars
* Travel to and attend local volunteer committee meetings
* Prepare and conduct monthly presentations to new Sales Associates and Brokers
* Travel to Regional and International conferences, Regional retreat and council tour
* Facilitate panel sessions as required
* Manage outside advertising agencies and creative production
* Manage and co-ordinate the Regional Group Advertising Committee and annual meeting
* Manage contracts for eight RE/MAX hot air balloons
* Oversee the regional Public Relations strategy
* Oversee production of corporate collateral material including brochures, internal communications and media such as television, print, radio and outdoor.

# Advertising Assistant

**NATURE AND EXTENT OF POSITION (requirements to fill position):**

Individual must have exceptional time management skills and have the ability to work as a team player in a three-person environment. Must be a self-starter and able to manage multiple projects and suppliers related to those projects. Strong computer skills are required, including: PowerPoint, Word, Excel, Publisher and Photoshop. Must have excellent communication skills; both oral and written. Must be comfortable dealing with multiple suppliers and all levels of RE/MAX membership and be able to achieve deadlines.

**OVERALL RESPONSIBILITIES**:

This position is primarily responsible as the “Help Desk” and as a key resource person for the department. The position will create and customize advertising materials and communication pieces and manage multiple projects in a busy environment for RE/MAX. This position assists the Sr. Advertising Manager in the administration of the Ad Fund.

**SPECIFIC DUTIES:**

**Advertising/Communications Production**

* Take general advertising inquiries from email and phone. Evaluate and respond to associates and brokers’ requests
* Write Ad Tel (on-hold messaging)
* Co-ordinate promotional brochures such as Community Care Program, Quest for Excellence, Why RE/MAX, and customization of in-house created materials.
* Email-outs to agents and offices from time-to-time
* Co-ordinate emailing schedule with other depts., to ensure multiple emails are not sent on the same day
* Distribution of Media Kits to offices and Group Advertising representatives.
* Write Advertising items for Region Update and provide stories for RE/MAX Times and RE/MAX University, if applicable
* Co-ordinate and distribute the electronic Region Update affiliates
* Prepare advanced powerpoints for SAO, RMT, Annual GA meeting, road trips - (facilitate templates for SAO, RMT and other presentations)

**Regional GA Committee**

* Prepare welcome packages for all new Regional GA Committee members and thank you letters for outgoing members
* Maintain GA roster and distribute accordingly
* Handle variety of requests from GA committee members

**Yellow Pages/Online Directories**

* Manage the placement ads for all multi-office area Yellow Pages ads for RE/MAX. Ensure all corrections and changes are implemented.
* Proof final ad placed in Yellow Pages once the directory has been issued, send invoice for payment to accounting department

**Group Advertising Committee Meetings**

* Prepare meeting budget based on Sr. Manager’s direction
* Prepare Powerpoint presentation
* Produce and coordinate required meeting materials, usb sticks, etc.
* Coordinate committee travel and hotel accommodation. Manage all aspects of the meeting, select meals, audio visual needs, room set up, meeting materials, liaison with the hotel
* Ensure accurate GA meeting minutes are recorded and distributed to committee members and applicable staff members.

**Regional Management and Sales Associate Training**

* Prepare advanced PowerPoint presentations
* Update departments of creative updates for their presentations
* Prepare training binders for RMT and provide material to be included in SAO binders.
* Preview Advertising presentations ensure MPEGs work, etc.
* Set up and maintain Advertising displays

**VISION Resource Guide**

* Receive quotes from suppliers for graphic design and printing
* Coordinate timelines for other departments to send their submissions
* Compile, organize and write articles
* Coordinate production of the newsletter from graphic design to final printing

**REM Ads**

* Search out content for monthly ads for Real Estate Marketing, including Mainstreet or in-house sources
* Co-ordinate ad production and send final PDF to REM

**Special Events Team Co-ordination**

* Co-ordinate schedule with Sundance, making suggestions for change to website, etc.
* Contact/assist offices and agents with ideas to maximize the Special Events Team at their event
* Prepare planning kit for maximizing the event, ie: checklist for success, colouring pages, sample press release, sample ad, where to order tattoos, balloons, helium, etc.
* Prepare all support materials for Special Events Team program, ie: press releases, sample ad mats, video checklist, etc.
* Follow up for feedback and story for Region Update

**Market Share Graph Designs**

* Work with Member Services dept. to have the statistics made into promotional marketing pieces

**Other related duties**

* Work at Broker Owner Retreat if requested
* Provide assistance to membership with logo and artwork requests
* Order decals for NHL rinkboards
* Other duties as requested

# National Marketing & Communications Manager

NATIONAL MARKETING & COMMUNICATIONS MANAGER

Position Overview

The National Marketing and Communications Manager is responsible for the overall management of the Regional Ad Fund. The position is responsible for investing in advertising media, public relations and communications to increase brand image with the ultimate goal to recruit and retain agents and promote top-of-mind awareness with consumers and creating internal and external public relations pieces in print and video for the purpose of elevating RE/MAX delivery to the general public and for RE/MAX members.

Duties and Responsibilities

Marketing, Advertising & Branding

* Manage and co-ordinate the Regional Advertising Fund including budget management.
* Manage and co-ordinate Franchise Sales/Recruiting Marketing budgets, collateral & Initiatives.
* Produce corporate collateral material including brochures, flyers, booklets, event invitations, magazines, banners etc, for all membership communications and media such as television, print, radio and outdoor.
* Manage advertisements and creative production.
* Provide advertising consultation service to local committees, franchisees & agents to encourage the effectiveness of their local advertising dollars.
* Create various materials to promote RE/MAX events such as conferences, rallies and other programs.
* Creation of office signage.
* Liaise with 3rd party suppliers to set up RE/MAX branding & templates on behalf of the membership.
* Creation of office logos.
* Liaise with Imprev regarding Design Centre template creation, implementation & initiatives.
* Graphic design
* Branding and trademark compliance.

Public Relations : (Internal & External)

* Oversee the regional Public Relations strategy.
* Strategically manage news flow and press releases program internally, in conjunction with Regional Director.
* Distribute Media Kits to offices and 3rd party companies and representatives.
* Write press releases with respect to local issues and company updates.
* Maintain media list for distribution of in-house press releases.
* Franchise sales e’Marketing newsletters and emails
* Source news stories from Members for all communications.
* Submit stories to RE/MAX Corporate Communication Editors for RE/MAX Times.
* Write marketing, advertising and public relations items and distribute all RE/MAX communications (Regional Update, Approved Supplier, Broker/Owner notifications, webinar and events communications etc)

Social Media & Networking Management

* Creation and ongoing Management of all RE/MAX Social Networking Sites: Develop videos and other content to promote RE/MAX events, news and market reports on Social Media Marketing sites.

remax.com.au

* Management of the content, features and updates on website
* Source & implement potential income avenues via online banner advertising initiatives.

Approved Suppliers

* RE/MAX Sponsorships / Partners (Source income avenues)
* Management of the RE/MAX Approved Supplier program.

Training

* Prepare & conduct training sessions for the Marketing Department: ie:

Orientation, Broker Management training sessions along with requested on site training for offices. Live webinars for Mainstreet, Design Centre, Social Networking, Marketing, Advertising and Branding for the membership.

Other Duties and Responsibilities

* Conduct planning sessions with Regional Director and/or Assistant Regional Director.
* Prepare and conduct monthly presentations to new Sales Associates and Brokers.
* Travel to Regional conferences, Regional retreats and Advisory Council Meetings.
* Manage & build relationships with suppliers, agencies & media representatives.
* Assistance to RE/MAX Events as directed by Events Co-ordinator.

# Public Relations Coordinator

**NATURE AND EXTENT OF POSITION (requirements to fill position):**

This position is suited to an energetic and proactive individual who has exceptional skills in understanding the use of the Internet, website and Social Media Marketing and the relationship to Public Relations. It requires exceptional time management skills and the ability to work as a team player in a small department. The person must be a self-starter and able to manage multiple projects and suppliers related to those projects. Strong skills required in Microsoft products, video production and writing. Must have excellent communication skills; both oral and written. Must be comfortable communicating ideas, managing projects and meeting deadlines - on time, every time. Position will be responsible for production of corporate and promotional videos in a variety of formats for electronic uses including big screen, powerpoints and websites. A diploma or degree in online marketing/advertising and a minimum of five years related experience is required.

**OVERALL RESPONSIBILITIES**:

This position’s primary responsibility is to create internal and external public relations pieces in print and video for the purpose of elevating RE/MAX delivery to the general public and for RE/MAX agents. The position will research and create communications for use on the internet and in a multi-format environment for RE/MAX.

**JOB DUTIES:**

**Public Relations**

Write all press releases for RE/MAX and release to all media outlets.

Elevates RE/MAX stories to address consumers through high-level media outlets, while maintaining associates’ interest

* Liaise with Point Blank Communications, public relations firm, for national reports and press releases.
* Liaise with RE/MAX Ontario/Atlantic and RE/MAX Quebec regarding national reports and press releases
* Strategically manages news flow and press releases program internally, in conjunction with PR agencies and PR spokespeople
* Write and distribute press releases with respect to local issues
* Effectively tracks media coverage utilizing press clipping and electronic services and keep a library of all media coverage
* Maintain media list for distribution of in-house press releases
* On-line reputation monitoring and management

**Video Production**

* Develop videos for the purpose of promoting RE/MAX events, news and market reports on Social Media Marketing sites.
* Create videos to promote conferences, rallies and other programs
* Create videos of staff presentations and video version of the Region Update; and as new programs are launched, ie: recruiting contest, new balloon program, etc.
* Create videos for consumer’s use on our website: Why RE/MAX, Tips to Buy, Tips to Sell, How to choose and agent, Quest, Organ Donor, CMN, etc.
* Other advertising production as requested

**Website** **Content**

* Under the guidance of the Sr. Manager, monitor and maintain website content.
* Oversee ongoing SEO, regularly review content and make suggestions for improvement.
* Research new methods and practices and provide traffic measurement reports using Google Analytics, Comscore and other technology tools to ensure website is competitive in rankings.

**Campaign Evaluations**

* Work with Sr. Manager to develop surveys to measure the effectiveness of programs and advertising campaigns with consumers and RE/MAX affiliates.

**Other related duties**

* Conference and rally music choreography

# Senior Coordinator, Corporate Affairs

**NATURE AND EXTENT OF POSITION**

Franchise contract compliance, renewal and training. Community Care Program administration which includes CMN liaison, givelife.ca liaison, Quest for Excellence administration.

|  |
| --- |
| **Education**  Business administration degree preferred but long-term experience is also just as important. |
| **Experience**  5 – 7 years experience in a corporate office environment, public speaking ability, dealing with legal agreements, supervisory experience, and strong computer skills. |
| **Special Skills**  Problem-solving, organizational and time management. This position requires empathy, motivational skills and an understanding of cause marketing. |

**OVERALL RESPONSIBILITIES**

Overall administration of franchise paperwork, contract compliance and Community Care program.

**Specific Duties:**

**Franchise Contract Issuance and Compliance:**

* Works with ARDs and FDC and prepares initial franchise information package/letter including Personal History Forms
* Prepares all franchise agreements: new sales, transfers, renewals, special addenda
* Reviews and provides consents for use of name for both franchisees and sales associates
* Insures all aspects of the franchise agreement are complied with i.e. insurance coverage, quota tracking, financial statement filing
* Prepares welcome letters for new broker owners
* Sends completed franchise agreements to International
* Attendance to International Management Training and Regional Management Training arranged
* Keeps spreadsheets showing all current and outstanding renewals
* Liaises with International when franchise info on their “Find an Office” website is incorrect
* RSN liaison/trouble-shooter
* Advises rest of office regarding franchise changes

**Children’s Miracle Network:**

* Liaison to all RE/MAX offices to assist with fund raising ideas
* Provides Certificates, pins, brochures, stats, start-up packages
* Speaks at SAO and RMT re: CMN and Cause Marketing
* Chooses CMN annual awards
* Speak at Awards Conferences re: CMN highlights/awards
* Organizes CMN auction
* CMN graphic standard guidelines

**Givelife.ca**

* Liaises with organ donor programs
* Develops educational opportunities

**Quest for Excellence**

* Liaises with school boards
* Administers student entries and judging criteria
* Coordinates award presentations

**Awards Conferences:**

* Reviews and signs all awards conference registration confirmation letters
* Prepares name badges, club level achievement cards, envelopes for Reg Desk
* Prepares attendee lists
* Sets up and participates in stuffing Reg Envelopes
* Staffs Reg Desk at all conferences
* Liaise with Trophy Den regarding list of names of all club level recipients and number of club level plaques
* Coordinates the delivery of awards to members who were not at the conference.
* Troubleshoots, regarding missing plaques, etc.
* Participates in conference planning meetings

**Misc:**

* Provides month-end and year-end stats regarding # of sales associates, franchisees, award level recipients, etc.

Hall of Fame, Lifetime Achievement and Circle of Legends application collection, verification and follow-up. Commission verification for members not able to provide documentation due to office changes. Confirmation letters to the membership on receipt and verification of application. Liaise with the Membership Awards Coordinator at RE/MAX International.

# Senior Coordinator, Membership & Data Statistics

Senior Coordinator, Membership & Data Statistics

Position Overview

* Data Entry of Commissions
* Tracking and billing of Membership
* Ensure accuracy of statistics and fees collected
* Administrative support to the Regional Director and the Senior Franchise Development Consultant and assistance to the Events Manager on an as-needed basis with conferences, rallies, conventions, etc

**Qualifications of Position (requirements to fill position):**

* Database management
* Billing Report production
* Data Entry
* Prepare Statistical Reports
* Knowledge of Microsoft Word; Excel; Microsoft Office PowerPoint and Publisher programs
* Ability to provide exceptional customer service
* Excellent proof-reading skills
* Minute taking abilities
* Self motivated

Duties and Responsibilities

Financial

* Prepare monthly billing
* Cash receipts for monthly dues
* Enter Commissions

Broker/Member Services

* Track membership status changes
* Track office changes
* Prepare welcome letter and billing information for new offices
* Prepare and distribute reports for all departments
* Produce one-page newsletter each month for Administrators
* Be the head liaison between the Regional Office and membership to obtain or supply information
* Implement and oversee any changes in fees, or collection of information
* Audit year-end statistics
* Administer Leave of Absence
* Respond to all RE/MAX Associates for requests of training and special events information, marketing materials, and contract forms, including invoicing, in a timely manner
* Provide and forward information related to Member Services for inclusion in Region Update
* Report and analyze Sales Associates and staff within each RE/MAX office for new, transferred and terminated members
* General correspondence
* Minute-take for Member Services Meetings
* Schedule and organize all office travel: flights, hotels and car rental
* Liaises with RE/MAX LLC when member information is incorrect
* Communicate and address the concerns of Broker/Owners and Sales Associates to RE/MAX LLC and the Head Office team
* Keep spreadsheets showing all current and outstanding renewals and statistics of monthly and annual production

Events and Membership Recognition

* Prepare data for monthly and quarterly awards
* Prepare stats for year-end award purposes for RE/MAX
* General support for conferences and conventions

Education

* Update training materials monthly
* Inquire and evaluate membership for ongoing training needs and topics

**Office**

* Provide backup support for front desk phones and reception area
* Organize approved office maintenance and repair

Staff Development

* Assist in planning and emcee the bi-annual Administrator’s Day for support staff
* Create agenda for weekly staff meetings

Other Duties and Responsibilities

* Minute taking at informational meetings
* Assisting in major mailings and special projects
* Any and all other duties as directed by the Regional Director or Manager, Regional Services.

# IT Project Manager and Trainer

**IT PROJECT MANAGER AND TRAINER**

**Job Responsibilities**

* Analyze and document current processes and workflow.
* Create project plans and schedules.
* Assign task responsibilities to project team members.
* Manage internal and external client expectations.
* Track progress of special projects.
* Identify, assess and minimize project risks to successful project completion.

**Skills Required**

* Strong communication and presentation skills, live and via webinar.
* Effective technical and proposal writing skills.
* Able to create project plans and manage multiple projects simultaneously.
* Analytical and problem-solving skills.
* Excellent organization and time management skills.
* Possesses technical and business acumen.

**Responsibilities**

* Consult with managerial and technical personnel to clarify program intent, identify problems and suggest changes. Perform systems analysis to maintain and control the software applications.
* Analyze and review programs applying knowledge of computer capabilities and subject matter.
* Conduct testing cycles and trial runs of programs and software applications to ensure they produce the desired results.
* Perform or direct revision, repair or expansion of existing programs to increase operating efficiency or adapt to new requirements.
* Write or oversee the documentation of program development and subsequent revisions.
* Write or contribute to instructions or manuals to guide end users.

**Key Deliverables**

* Stabilize and complete initial implementation of Platypus network.
* Lead completion of regional reports through Platypus.
* Lead launch of RE/MAX listings to global.remax.com
* Train B/O’s and SA’s on all systems.

**Minimum Requirements**

* Minimum Education: Bachelor’s Degree in Computer Science or equivalent
* 3-years prior experience

# Web Services Support Technician

**NATURE AND EXTENT OF POSITION (requirements to fill position):**

**Computer Training and support for RE/MAX websites.**

**OVERALL RESPONSIBILITIES**:

* Development and implementation of Associate and Broker Training for LeadStreet initiative
* Provide telephone and email support for RE/MAX websites

**SPECIFIC DUTIES:**

* Creating training Modules, information sheets, FAQs and Manuals for LeadStreet and Design Centre
* Responding to, and following up on, Phone Calls and Emails from Broker owners, Associates and Consumers regarding remax-western.ca, LeadStreet, Design Centre and MainStreet
* Communicating with RE/MAX International concerning Associate and Broker issues with MainStreet
* Coordinating with MostHome technologies concerning issues with LeadStreet (feature requests, bug tracking, weekly conference call meetings)
* Coordinating Broker Data Aggregation Letters for phases 2 and 3 of the LeadStreet project
* Provide Graphic Arts assistance where required to the Advertising Department.

# Region Coordinator

**Manager: Region Director**

**Job Scope**

A Coordinator provides support for the region including the Regional Director and team. This role acts as a point of contact for client requests, identifies needs and connects client to appropriate resources, coordinates reports and customer communications, and facilitates event planning in the region throughout the year. The Coordinator takes an active role in collaborating with numerous departments regarding monthly top producer certificates, region awards, regional public relations and social media content and other tasks as assigned. The support provided by the Coordinator contributes to the overall growth and development of the region.

**Success Profile**

1. Effectively supports the region with projects, calls, meetings and communications and is a resource with the daily operations and activities of the region.
2. Provides superior customer service to external and internal customers via phone and/or email and is timely with all communications both proactively and in response to inquiries.
3. Coordinates regional newsletters and reports, mass communications to external customers, and regular marketing materials and associate ranking updates on the regional webpage.
4. Approaches work with a continuous improvement mindset toward processes, workflows, efficiencies and overall quality improvement.
5. Ability to handle multiple tasks in a fast-paced office environment and take on other responsibilities as assigned.

**Core Competencies/Performance Categories**

**Technical/Functional Expertise –** has knowledge of the job, function, department and its impact on customers, continues to learn and grow, stays current on changes in process, policy and the function, and fulfills responsibilities of the job

**Customer and Relationship Focus –** anticipates and delivers on customer needs, manages internal and external relationships, respectful of team, resolves problems, responds with tact and diplomacy, shares pride of the brand to customers, preserves the culture

**Decision Quality –** makes sound decisions quickly, gathers information, considers long term repercussions of decisions, is accountable for decisions

**Drives for Results and Quality –** takes ownership of job assignments and productivity, takes initiative, focuses on the quality and quantity of results, sets priorities and meets deadlines and keeps management apprised of progress

**Collaboration** – shares ideas, solutions and opinions to reach goals, seeks out and involves those with special expertise or perspective to improve the quality of decisions

**Qualification Criteria**

* College degree preferred
* 1-3 years’ experience in an administrative/customer service role
* Excellent verbal and written communication skills
* Proficient with Microsoft Office products
* Strong organizational skills with attention to details
* Team oriented with excellent customer service skills
* Effective problem-solving, reasoning and learning skills
* Takes initiative and makes recommendations
* Proficient social media skills
* Occasional travel is required for regional events (typically 1-2 weeks per year)

# Business Development Representative

### **Job Description**

RE/MAX is seeking an experienced, resourceful Business Development Representative, who will be responsible for prospecting, marketing, and ongoing engagement for the franchise sales team and RE/MAX in achieving growth-oriented objectives.

**ROLE AND RESPONSIBILITIES**

The responsibilities of the Business Development Representative include, but are not limited to, the following:

* Responsible for initial lead generation process with the expectation of making consistent weekly outbound calls using SalesLoft
* Responsible for entry and upkeep of CRM data in Salesforce according to established guidelines while engaging active clients
* Responsible for research of missing lead data
* Use phone scripts designed to qualify leads and obtain meetings and then execute cold calls and e-mails that communicate the company's value proposition and solution offerings
* Assist with scheduling meetings and discovery calls with potential candidates, keeping the sales team alert to potential hurdles identified, and coordinating ongoing prospecting efforts
* Compile reports analyzing businesses and markets to determine growth potential
* Assist in coordinating candidate experience attending events
* Respond to e-mails, fill out reports, and complete special projects as necessary

**QUALIFICATIONS AND EDUCATION REQUIREMENTS**

* College degree preferred
* Minimum 2 years sales or sales support role
* Prior experience or knowledge in real estate or franchising a plus but not required
* Proficiency in Microsoft Office, specifically Excel, PowerPoint and Word

**PREFERRED SKILLS**

* Strong organization and time management; ability to prioritize multiple activities concurrently
* Able to work with diverse sources of data and information on prospects
* Familiarity with CRM systems such as Salesforce and SalesLoft
* Ability to conduct research-oriented prospecting
* Comfortable with proactive outreach to prospects and engaging via voice or video conferencing
* Genuine interest in the real estate industry and the RE/MAX value proposition

**ADDITIONAL NOTES**

* This role can be remote, in office or hybrid
* Candidate should be willing and able to attend in person meetings and various industry events from time to time

# Area Vice President

### **Job Description**

An Area Vice President of Region Development (AVP) directly supports the Region Vice President (RVP) and supports the overall creation and execution of growth strategy, the overall success of the client portfolio, customer relationships, operations, compliance, and the development and performance of a team in a designated geographic area of the United States.  The AVP also supports the RVP with ensuring internal resource alignment and collaborates with key department leadership to deliver a premier customer experience for Base, Grow, Thrive and Summit broker/owners.  The AVP directs and manages a team consisting of Directors, Sr. Franchise Development Consultants, Franchise Development Consultants, and a Coordinator to achieve growth results.  The AVP serves as an escalation point for broker/owner conflicts.

**Responsibilities:**

* Creates and nurtures relationships with franchisees, agents and other strategic partners using industry knowledge and effective consulting, communication and relationship development skills to advance business opportunities.
* Takes initiative and is results oriented, focusing on advancing franchise sales, identifying customer needs, consults and collaborates with multiple departments, and ensures franchisee compliance including on-time renewals and accounts receivable management.
* Successfully reviews and leverages CRM feedback loops and collaborates with all departments to ensure customer needs are resolved and quality service is being delivered.
* Has deep understanding and effectively utilizes financial, organizational and operational consulting practices.
* Has deep understanding of Momentum Principles and leverages other teams as needed or by request.
* Mentors and manages a team of Directors, Sr. FDC’s and FDC’s
* Viewed by others as a respected, trusted and accountable leader. Works cross-functionally and leads internal team achievement and performance through influence, effective delegation and coaching/mentoring.
* Demonstrates the ability to think strategically and has developed the skill sets to assist the Region Vice President with creating and executing a strategic growth plan including but not limited to budgeting, forecasting, and executing key region events that drive recruiting and retention efforts.
* Effectively assists Region Vice President in franchise sales, conversion and M&A opportunities.

Additional responsibilities to support the RVP:

* Ability to recruit, motivate, manage, retain, and develop team members, and at the same time make difficult decisions and take appropriate action.
* Ensures alignment with corporate value strategy and value delivery. Creates and executes region growth strategy and achieves premier customer experience, drives franchise sales, agent growth and increased market share through successful recruiting and retention strategies and hosting of region events, franchisee retention through renewals and profitability, and success of overall region portfolio.
* Takes initiative and is results oriented, focusing on advancing franchise sales, conversions, M&A, identifying customer needs, consults and collaborates with multiple departments, and ensures franchisee compliance including on-time renewals and accounts receivable management.
* Consults on various financial models, profit/loss statement analysis, guides owners on strategic thinking including expansion and M&A, and client portfolio operational analysis.

**Qualifications:**

* Hybrid work model with 2x per week in-office
* College degree preferable with focus in business, finance or marketing
* Ability to travel 25% - 35%
* 7+ years of Franchise Development, Business Operations Management or Business Consulting experience (franchise and real estate background required)
* Ability to coach, mentor and develop employees
* Excellent motivational and organizational skills to meet region goals and create a positive work environment
* Strong critical thinking and adaptability as well as social, communication, interpersonal, dispute resolution and presentation skills
* Demonstrated ability to understand and adapt to rapid technology changes
* Strong planning and analytical skills
* Advanced knowledge in current and future real estate industry practices, trends, technologies, and information affecting the business and organization
* Proven ability to influence the region’s direction through knowledge, vision, insight, talent, relationships and leadership
* Sets high standards and empowers others to achieve
* Ability to travel to host events and strengthen long term relationships with client