

Scion

Position: Sales Specialist

<http://www.thesciongroup.com/>

Your Opportunity

Scion is paving a path in student living and the Sales Specialist will support our vision by executing company sales strategies. This position drives leasing performance and proactively addresses potential threats for an assigned portfolio of Scion's communities. As part of a centralized corporate sales team, the Sales Specialist is focused on achieving annual and long-term customer satisfaction and financial objectives.

The Sales Specialist excels in a fast-paced, agile, corporate sales environment. This role demands well-honed leasing and sales skills, strong initiative, tendency for collaboration, and a knack for innovation.

Your Responsibilities

Customer Experience & Sales

- Coordinate and execute sales strategies to maximize occupancy and effective rate of the portfolio.
- Assist with training and supporting assigned property operations teams.
- Assist with the development of pricing strategies and demand analysis.
- Report on performance results of current sales strategies and provide recommendations and revisions.
- Report on KPIs as needed, audits and consumes market survey information.
- Maintain adherence to all company sales and follow up policies.
- Collaborate with onsite team on all sales and marketing initiatives.

Marketing & Lead Sourcing

- Assist with the identification and execution of customer experience initiatives and additional marketing opportunities, as required.
- Collaborate with the Brand & Experience team to ensure alignment between sales and marketing efforts.
- Identify and recommend digital marketing ad spend, including copy and campaign longevity.
- Collaborate with assigned properties on social media campaigns.
- Collaborate with onsite team and utilize available platforms to source prospects digitally. Platforms include but are not limited to: Craigslist, Facebook, Instagram, Internet Listing Services, Locator Services, WhatsApp, WeChat and TikTok.

Financial Performance

- Identify opportunities to maximize revenue profile by advising on concession and rate strategy.
- Assist with establishing rates for future academic years.

The responsibilities listed above may not be all inclusive.

What We Require

- Sharp business and sales acumen; analytical and strategic thinking
- Experience in the Student Housing or Multi-family industry; proficient in current market trends and economic factors
- Experience with lead management systems, and communication management platforms for text and email messaging
- Proficiency with property management systems (Entrata preferred)
- Exceptional written and verbal communication
- Proficient with social media platforms

Operational Details

- Based at Scion's Chicago corporate headquarters. May be required to travel periodically.
- Working hours consist of daytime business hours, requiring additional non-traditional hours during peak times and emergencies.

Your Benefits

- FLSA Status Exempt
- Discretionary annual EOY bonus
- Paid Time Off
- Health Insurance
- Dental Insurance
- Vision Insurance
- 401k Matching
- Paid Maternity Leave