

## POSITION DESCRIPTION

<b>ROLE :</b>	<b>Lead Generation Specialist</b>
<b>ROLE PURPOSE :</b>	To strengthen the Association by prospecting and generating leads that will grow HIA membership.
<b>WHAT DOES THE ROLE DO :</b>	The position strengthens the Association's growth by prospecting and generating HIA membership leads.
<b>HOW IS THE ROLE DONE :</b>	<p><b>Sales Support:</b></p> <ul style="list-style-type: none"> <li>○ Collaborate with Business Development Representatives and other Membership staff to understand their needs and challenges.</li> <li>○ Prepare and organise membership proposals for potential members</li> <li>○ Assist in the creation and maintenance of sales documentation, information and records in CRM</li> <li>○ Follow-up with potential members</li> <li>○ Provide administrative support to the sales team as needed.</li> </ul> <p><b>Lead Generation:</b></p> <ul style="list-style-type: none"> <li>○ Research and identify potential leads and prospects in the residential construction industry. This can include but is not limited to canvassing at HIA events, awards and training.</li> <li>○ Establish a strong referral and introducer network</li> <li>○ Develop and maintain in CRM a database of potential members and decision-makers.</li> <li>○ Conduct outbound calls and emails to initiate contact and qualify leads (Conversion permitted in Regions without a Business Development Representative or a designated Membership Recruitment Team).</li> <li>○ Nurture and build relationships with leads through effective communication.</li> <li>○ Keep abreast of all sales campaigns to align lead generation efforts</li> </ul> <p><b>Market Analysis:</b></p> <ul style="list-style-type: none"> <li>○ Stay up to date with industry trends and market developments.</li> <li>○ Analyse competitor activities and market dynamics to identify opportunities.</li> <li>○ Provide insights and recommendations to the sales team based on market research.</li> </ul> <p><b>Reporting:</b></p> <ul style="list-style-type: none"> <li>○ Generate and maintain reports on sales activities, lead generation efforts, and conversion rates in CRM</li> <li>○ Tracking and analysing Key Performance Indicators</li> </ul> <p><b>Location:</b></p> <ul style="list-style-type: none"> <li>○ This role can be located in any region</li> </ul>

<b>KEY ACCOUNTABILITES:</b>	<ul style="list-style-type: none"> <li>• Meeting established lead generations targets and KPIs of 10 qualified leads a day and 3-4 converted leads a week.</li> <li>• Timeliness of reporting and meeting other sales and administrative timelines</li> <li>• Participating as part of the HIA team</li> </ul>
<b>ATTRIBUTES AND EXPERIENCE:</b>	<ul style="list-style-type: none"> <li>• Demonstrated ability to reach and exceed sales and service targets</li> <li>• Computer literate with experience using MS Office products and CRM</li> <li>• Strong communication and exceptional telephone manner</li> <li>• Well developed time management skills</li> <li>• Customer service orientated</li> <li>• Enthusiastic and resilient team player</li> <li>• Flexible and willing to learn</li> <li>• Drive to succeed</li> <li>• Outgoing, tenacious and confident personality</li> <li>• Punctual, reliable and honest</li> <li>• The ability to follow instruction</li> <li>• Thrives under pressure and excited by the achievement of aggressive targets</li> <li>• Proven experience in sales support, lead generation, or a similar role.</li> <li>• Previous experience in an outbound call centre is desirable however not essential</li> <li>• Experience in the building industry will be highly regarded</li> </ul>
<b>REPORTING :</b>	General Manager - Recruitment