



Title: Marketing Specialist

Location: Lewisville, TX, 75067

Benefits Offered: 401K, Dental, Medical

Employment Type: Fulltime

Why Work Here?

“Superior Product Sets, Service, and Pricing with unparalleled inside support. Grow your business with the best team in DFW!”

A Marketing Specialist is responsible for marketing our services to referral partners and the community; Able to solidify and further develop existing relationships with key referral partners; Identify new prospects from current clients, referrals and other sources; Build ongoing value by updating referral partners' knowledge of products/applications, assisting in product availability, and providing appropriate consultation/training; and Works with management, sales, and operations to implement strategies that support profitable sales growth.

Job Requirements:

The Marketing Specialist should have an entrepreneurial spirit and be **willing to invest time and resources for business success**. Strong professional, interpersonal, and communication skills are essential while building your relationships with the referral partners and our inside sales team. Confidence, positive attitude, trustworthiness and the highest degree of integrity and are key to prospecting, sales, and service. If you don't believe in what you are selling neither will the client. We genuinely believe that we offer best in market pricing and service with our hybrid broker and banker model.

- Assist Marketing Director to maintain all social media accounts.
- Assist Sales to maintain database and all Client Relationship Management (CRM) accounts. Writing Content for Automated Emails
- Assists with preparing printing and promotional items.
- Organizes and maintains all marketing material.
- Assists with generating leads/screening leads and creates call lists following company policies and procedures to attain new business relationships.
- Seeks out prospective clients through drip emails, text campaigns, and scheduling phone call activities for sales, attending network events, and utilizing the Internet including social media sites to generate business for company.
- Contacts new and existing customers to generate business via marketing campaigns with offers or asking for referrals.
- Works with current leads and follows up with past clients to see if they have further needs.
- Coordinates the setup of networking events.
- Researches and learns all new emerging technologies and trends.
- Must maintain regular attendance.
- May perform other duties as assigned.

Illustrative Projects

- **Prospecting** and Conducting Lunch & Learns, Product Workshops, Strategy Sessions with Realtors, Builders, Financial Planners, Divorce Attorneys, Estate Planners the value of our diversified mortgage product line
- **Leading programs such as recognition programs for Top Referral Partners**
- Building relationships while **delivering valuable home finance programs to your community**
- Conducting consultative sales appointments in the Dallas Fort Worth Metroplex area to help educate clients on our programs and how to work with Global Home Finance Inc.
- Keeping in touch and providing information to enrich the lives and financial health of current and prospective clients of GHF/GHIS
- Following up on your sales and networking efforts throughout the community

Desired Skills and Experience

- College degree with a minimum of one year experience in marketing and/or sales. Or equivalent on the job experience
- Mortgage industry experience, a plus.
- Must be dependable, self-motivated and require minimal supervision.
- Must be able to work 40 hours minimum a week during normal business hours.
- Must be proficient in Word, Excel, PowerPoint, Facebook, customer relationship management software, internet, and Outlook applications.

You will receive

- **Competitive** compensation and bonus structure
- Unlimited earning potential opportunity
- **Rewards and incentives**
- Technology and Infrastructure to support your base of operations
- **Support and best practices** from other successful Mortgage Professionals at the corporate office
- **Marketing and relationship building programs**

Schedule: Monday – Friday, 8:00 – 5:00 or 9:00 - 6:00, Days and/or hours may vary and/or subject to change based on business needs.

Come join a positive work environment in a growing financial company!

Base plus Competitive BPS on Funded Volume

Health and dental as well as 401K available after 90 days with match



About Global Home Finance Inc.

GHF has a dynamic company culture where employees are engaged, motivated and have a common passion to truly help people. We are a small, but growing, mortgage banker with an extremely efficient marketing approach. We are using guerrilla marketing tactics to grab market share from our large inefficient competition and earning a great living for our families. This focused culture is the centerpiece to our strategy of changing the way people are treated in the mortgage industry and is something we pride ourselves on. We believe investing in people is the key to a successful business. Global Home Finance Inc. started as a mortgage broker in 2008 and became a mortgage bank in 2013. We are a family owned business with a friendly staff who genuinely care about each other. We are all mortgage professionals with at least 9 years of mortgage experience. Positive, hardworking individuals apply now!