

PM CONNECT SPECIALIST

JOB DESCRIPTION

Job title	Propertymark Connect Specialist
Department	Commercial
Office location	Arbon House, 6 Tournament Court, Warwick, CV34 6LG
Salary	
Reporting to	Head of Commercial

COMPANY VALUES

- We act with integrity
- We are member-focused
- We are industry leading
- We are ambitious
- We champion education

JOB PURPOSE

To lead the promotion, onboarding, and training of users for the Propertymark Connect platform, leveraging expert knowledge to drive engagement and adoption. This role involves presenting at regional and national conferences, hosting promotional stands, and building strong relationships with property agents and stakeholders.

Main Duties and Responsibilities:

Platform Promotion & User Engagement

- Act as a subject matter expert for Propertymark Connect, delivering engaging presentations and hosting promotional stands at internal and external conferences/events.
- Lead onboarding and training initiatives for new users, ensuring a smooth and informed transition onto the platform.
- Promote Propertymark Connect, increasing visibility and user uptake.

Relationship Management

- Recruit property agents not currently part of the Company Advantage programme into Propertymark Connect.
- Develop and manage relationships with agents to meet income and lead generation targets.
- Promote the benefits of the Propertymark Connect lead system and support members in maximizing its value.

Business Development

- Identify new opportunities, trends, and potential customer segments.
- Generate and follow up on leads, arranging meetings with prospective clients.
- Attending industry events, conferences, and exhibitions to build networks and promote the company
- Build and maintain long-term relationships.
- Sell Propertymark Connect services, negotiate contracts, and close deals.
- Promote other Propertymark products & services.

Internal Communication & Change Management

- Liaise with other departments to ensure cohesive communication and strategy.
- Identify and implement operational improvements to enhance platform performance and user experience.

Key working relationships:

- **Internal:** roles / departments within Propertymark
- **External:** external contacts.

JOB REQUIREMENT/SKILLS

Essential:

- **Strong Communication & Interpersonal Abilities** – Crucial for engaging with clients, negotiating effectively, and fostering collaboration within the team.
- **Negotiation & Influence** – Ability to secure advantageous deals and build mutually beneficial client relationships.
- **Proven Business Development Experience** – Demonstrated ability to work independently, nurture client relationships, and deepen engagement to drive growth.
- **Commercial Awareness** – Solid understanding of business operations, profitability drivers, and competitive positioning.

Desirable:

- **Background in Estate Agency** – Prior experience or familiarity with estate agency practices is advantageous.
- **Customer-Facing Experience** – At least one year in an estate agency or customer service/call centre environment preferred; must demonstrate confidence and authority.
- **Organisational & Planning Skills** – Ability to manage time and tasks effectively in a dynamic environment.

EDUCATION/EXPERIENCE

Essential:

- English and Maths GCSE Grade 4 (C Grade)/Functional skill Level 2 or equivalent
- Level 2 or higher in [qualification] or equivalent demonstratable experience
- Committed to continued professional development

Desirable:

- **Current Industry Experience** – Recent hands-on involvement in relevant roles.
- **Specialist Knowledge** – Deep understanding of estate agency operations or related sectors.
- **Industry Awareness** – Strong grasp of current trends, challenges, and opportunities within the field.