

Ray White Wanaka

Property Advertising Administrator

Position Description

Overview:

Ray White Wanaka	Ray White Wanaka has created an open and supportive team culture in the highly competitive and fast-paced real estate industry where the whole of our team is greater than the sum of its parts. We have earned a reputation for delivering outstanding experiences and results for our clients by always doing what we say we will do, with an exceptional eye for detail. This will continue to be our priority.
Role Purpose	The Property Advertising Administrator role will be responsible for the day-to-day property administration and advertising functions within the operations team, working with the Leader of Operations in key administrative duties to ensure the 'engine room' of the business is finely tuned and performing at its best.
Role Summary	Deliver efficient and effective property administration and advertising services to enable Ray White Wanaka to achieve its goals and objectives. Supporting the business with: • Current Market Appraisal preparation and tracking • Manage Current Market Appraisal templates for all salespeople • Property advertising • Database communications • Advertising campaign coordination • Data entry • Brand compliance • Support to the sales team • Support to the Owners • General office support duties • Health & Safety, sustainability and diversity & inclusion
Reports To	Leader of Operations
Direct Reports	None
Authorities	N/A
Hours	30 hours per week to be completed between the office opening hours of Monday - Friday 8:30am - 5pm, however on occasion may include working outside normal office hours and at evenings.
Place of Work	Typically, 1/19 Sir Tim Wallis Drive, Three Parks, Wanaka however from time to time there may be travel regionally and domestically, for example to attend training.

Interpersonal Contacts and Working Relationships	
Internal:	• Leader of Operations • Operations Support Team • Salespeople • Owners/Directors/General Manager • Licensed Agent
External:	A wide range of public and private organisations, industry bodies, businesses and individuals associated with the real estate sector and related industries, for example: • Media suppliers – digital and print • General suppliers • Other community/stakeholder groups • Members of the public

Key Responsibilities & Required Outcomes

Specific areas of responsibility and required outcomes are:

KEY RESPONSIBILITIES	REQUIRED OUTCOMES
Advertising Execution • Brand compliance • Current Market Appraisal preparations • Web portal updates • Coordinating property advertising (bookings and artwork) • Supplier pricing management • Uploading to video channels • Presentation building • Window card updating • Advertising flyers, wall cards and DLEs • Weekly buyer emails • Social media content creation and posting	Proactively execute the core advertising responsibilities in an efficient and positive manner to achieve consistent error-free and concise outcomes. Ensure all content is up-to-date and relevant. Maintain brand compliance, core values and culture in everything that we do. Ensure that all supplier pricing is regularly updated and that the internal team is notified of any changes in a timely manner. Exceptional attention to detail. Proof read all content to ensure a high standard of presentation at all times.
Listing Management • Preparing new listings • Order titles/LIMs/maps • Marketing debtor invoicing • Photo/video management • Ordering floor plans • Marketing calendars and budgets for properties • Responsibility for accuracy of client marketing budgets • Listing forms and listing packs	Ensure properties are launched in a timely and accurate fashion, whilst maintaining compliance with brand standards, and meeting deadlines. Ensure all client marketing budgets are accurately costed and invoiced. Exceptional attention to detail. Proof read all content to ensure a high standard of presentation at all times. Clear communication with salesperson throughout the property advertising campaign.
General Support • Staff profiles • Proof reading scripts • Case study creation and management • Back-up support for reception and telephone duties	Ensure timely provision of support to Salespeople within the business, while providing exceptional service to the internal team.
Office Advertising Support (if/when applicable) • Assist Owners with the booking and creation of both print and digital campaigns • Support Owners with event execution • Office signage and branding	Assist with the implementation of agency campaigns and execution of print and digital marketing. Exceptional attention to detail. Proof read all content to ensure a high standard of presentation at all times.

Health & Safety, Sustainability and Diversity & Inclusion • Take all practicable steps to ensure a safe and healthy workplace by promoting, implementing and abiding by all applicable Health and Safety legislation, regulations, Approved Codes of Practice, policies and procedures • Reports hazards and workplace incidents • Where required, participate in HSW training and induction procedures • Commit to providing a positive, healthy workplace experience • Foster a supportive environment that reflects and promotes equitable and inclusive behaviours and practices, and respects differences between individuals and groups of people	
Personal Development • Maintain and enhance personal knowledge and skills	
Other Duties • To carry out any reasonable duties that may be deemed fit and necessary by the owners to carry out your role	

Personal Specification

KNOWLEDGE (what you will need to know)	• Relevant Real Estate industry experience ideal, but not essential • Experience with marketing and design software, particularly Canva • Self-management experience • Ability to work under pressure
EXPERIENCE (what you have done)	• Have demonstrated the ability to be organised, able to multitask and prioritise • Exceptional communication skills • Clear, positive, and professional manner • Self-starter • Able to maintain accuracy under pressure • Competent at using various key software applications, in particular, Apple Suite, Google Suite, Adobe Acrobat, and Canva.
COMPETENCIES (what are you capable of)	The following are Ray White Wanaka's agreed core values, and are expected of all team members: 1. Integrity – Always do what we say we will do. 2. Respect - Respect all those around us including colleagues, clients and customers. 3. Achievement - Strive to get results through focus and determination. 4. Service – Deliver service to our team, clients and customers with accuracy, composure, consistency and great communication. 5. Enjoyment - Have fun along the way.
	The following are role-specific competencies for the Property Advertising Administrator:
Communication	Communicates clearly, concisely, and confidently with the ability to empathise and adjust communication style to suit the intended audience. • Can adapt to a variety of situations by adjusting behaviour and tailoring appropriate communication responses and messages utilising a range of tools and methods, including listening, learning, acknowledging opposing views, and fostering understanding with others. • Has the ability to contribute to robust discussions and negotiate mutually successful outcomes for all stakeholders. • The ability to produce high-quality written material that is grammatically correct, well organised, easily understood, relevant, reflective of Ray White Wanaka values and in keeping with the Ray White Wanaka tone. • Communicates technical information and complex information in an easy-to-understand manner. • Demonstrates ability to resolve conflict and facilitate appropriate and meaningful resolutions to problems. • Keeps abreast with industry and technical knowledge and shares information willingly with others.

Relationship Management	Proactively has an awareness of and acts to meet stakeholder needs. • Displays an inclusive approach with strong relationship management and interpersonal skills. • Ability to forge excellent relationships which add value for Ray White Wanaka, its' customers, clients and our community. • Acts professionally while representing Ray White during and after office hours. • Friendly, helpful, and honest when dealing with all stakeholders. clients. • Provides appropriate levels of information in a timely fashion. • Responds quickly and appropriately to complaints and feedback and facilitates solutions to preserve a win-win situation.
Emotional Intelligence	Displays high emotional intelligence • Demonstrates empathy and understands the impact of personal behaviour, attitude and response on the team and Ray White Wanaka customers and clients. • The ability to establish a strong and positive team dynamic that continually seeks to harness the combined strengths within the organisation to achieve optimal outcomes. • Capable of continually challenging own ability, knowledge, skills and leadership by seeking feedback from the team, constantly learning and applying new methods to improve overall performance. • Strong moral and ethical code with a commitment to fronting challenges head-on and being accountable for the results. • Highly self-motivated with a 'can-do' attitude and the will to succeed.
Authentic	Gains trust by demonstrating openness and honesty, behaving consistently, and acting in accordance with moral, ethical, professional, and organisational guidelines. • Shares information about oneself with others, acknowledging strengths as well as vulnerabilities; declares firm principles, values, motives, and intentions; represents information accurately and completely. • Acts in accordance with one's own values, standards, and beliefs even when under pressure; ensures that words and actions are consistent across situations. • Adheres to moral, ethical, and professional standards, regulations, and organisational policies; keeps commitments to promised actions.
Work Organisation	Effectively organises all aspects of work, to achieve high quality and timely output. • The ability to effectively plan, organise and manage own workloads and resources, including the workloads and resources of others. • Is adaptable and can remain effective and deliver desirable results during times of change to processes and procedures and disruptions to environments and current structures. • Has the ability to work in a dynamic and challenging environment. • Excellent analytical skills, problem-solving and negotiation skills and experience. • Ordered and methodical in the way they approach their work.