# Digital Outreach & Lead Intelligence Executive

## SUMMARY

Amar Realty is looking for a proactive and digitally skilled Digital Outreach & Lead Intelligence Executive who can help build a strong digital presence, create meaningful social impact, and develop a continuously growing real estate lead directory. This is not a traditional digital marketing or paid-advertising role.

## EDUCATION

*Bachelor's degree in Marketing, Business Administration, Communications, Commerce, Computer Applications or a related field., Candidates with strong practical digital research and lead-generation skills may also be considered regardless of specialization.*

## TECHNICAL SKILLS

Internet research
Google Search
Google Maps
Social media research
Online directories
Instagram
Facebook
LinkedIn
YouTube
Excel
Google Sheets
Data collection
Data organization
Data analysis
Attention to detail
Written communication
Verbal communication
Lead generation
Market research
Business development
Telecalling support
CRM basics
Google Sheets formulas
Filters
Sorting
Data validation
Organic outreach
Buyer personas
Customer segmentation
Buyer-intent signal identification

AI tools for research and productivity
Marathi
Hindi
English

## ABOUT THE ROLE

Objective: Find the right people → understand their relevance and intent → build structured intelligence → create meaningful engagement → generate actionable opportunities for the sales team.

## KEY RESPONSIBILITIES

1) Build & Maintain Real Estate Lead Directory: research prospects, build and update structured database, capture lead fields (name, location, profession/business, company, contact details where available, social profiles, property interest, investment profile, buying requirement, source, category, buyer-intent signals, follow-up status), remove duplicates, maintain data hygiene. 2) Digital Lead Research & Buyer-Intent Discovery: search social and public sources; identify signals for property buying/investment, relocation, business setup, land/property needs, rental-to-purchase transition, local development interest; categorize leads by relevance and intent; develop repeatable daily discovery methods. 3) Social Impact & Community Building: identify community initiatives, needs, and engagement opportunities; develop digital initiatives for trust, engagement, visibility; build relationships with groups and leaders; maintain community/org directory. 4) Social Media & Digital Outreach: monitor Instagram, Facebook, LinkedIn, YouTube, WhatsApp communities; identify Pune real estate conversations; develop organic outreach; assist useful content; track opportunities. 5) Lead Qualification & Intelligence: pre-research prospects; classify high/medium/low/unqualified; add context for sales; identify patterns; improve methodology. 6) Daily Lead Generation Activity: discover prospects, research intent, identify communities/networks, enrich/verify/categorize records, prioritize opportunities, share qualified leads, track outcomes, update directory. 7) Data & Reporting: maintain databases in Excel/Google Sheets/ CRM; daily and weekly reports; track discovery, qualification, intent signals, outreach, responses, SQL opportunities, conversion; recommend improvements.

## WHAT SUCCESS LOOKS LIKE

Build a living Lead Intelligence Directory that answers: who are potential customers, where to find them, what indicates property need, what property type is relevant, how to engage meaningfully, and which prospects Sales should contact first.

## REQUIREMENTS & SKILLS

Essential: 1–3 years in digital marketing, lead generation, market research, business development, telecalling support, social media, data research or similar; strong research skills; comfort with Google tools/social platforms/directories; good Excel/Sheets; ability to collect/organize/analyze data; detail orientation; communication; extracting useful info from unstructured data; accuracy in repetitive research; self-driven and target-oriented. Preferred: experience in real estate/property/construction/banking/insurance/finance/B2C sales; lead-gen/market-research tools; CRM basics; Sheets formulas/filters/sorting/validation; social community outreach; buyer personas/segmentation; buyer-intent signals; AI tools; Marathi + Hindi + English for Pune market.

## IMPORTANT NOTE

Not primarily a paid-advertising role (Google Ads/Meta Ads). Focus is: Research → Discover → Analyze → Organize → Engage → Qualify → Generate Opportunities.

## IDEAL CANDIDATE PROFILE

Enjoys searching online, finding people/organizations, exploring communities, discovering platforms, understanding customer need, building spreadsheets/databases, pattern finding, business/professional research, tracking conversations, turning information into actionable leads, and experimenting with lead-generation techniques.

## KEY PERFORMANCE INDICATORS (KPIS)

New Prospects Discovered (Daily/Weekly); Qualified Leads Generated (Weekly/Monthly); Lead Directory Growth (Monthly); Data Accuracy (% verified/usable records); Buyer-Intent Leads (Number identified); New Communities Identified (Weekly); Outreach Activity (Daily/Weekly); Sales-Qualified Opportunities (Monthly); Lead-to-Opportunity Conversion (%); New Lead Sources Discovered (Monthly); Research Productivity (Leads/opportunities per working day).

## WHY JOIN AMAR REALTY?

Opportunity to build a data-driven digital prospecting system while strengthening local community relationships; experiment with Digital Research + Social Impact + Community Building + Buyer Intelligence + Lead Generation + Data to create a scalable real estate opportunity engine.