



<b>Job Title:</b>	Office Administration – Level I – Lead Generation / Social Media
<b>Company:</b>	Millennium Industrial Corporation
<b>Department:</b>	Office Administration
<b>Employment Type:</b>	Part-time, Non-exempt
<b>Reports to:</b>	Office Manager
<b>Compensation:</b>	\$10 – \$12 / Hour + Metrics Pay + Results Opportunity Pay

*Millennium Industrial Corporation is a leading company specializing in coatings, civil, and industrial construction. With a commitment to excellence and innovation, we provide top-tier services to clients across various industries. Our team is dedicated to delivering high-quality results while adhering to strict safety standards.*

### **Job Description:**

The OA01 – Lead Generation & Social Media role is responsible for executing Millennium Industrial’s initial outbound lead-generation and digital presence strategy. This position sits at the intersection of marketing, business development, and operations support.

The individual in this role will manage daily and recurring social media activity, monitor performance analytics, maintain clean and usable lead data, and act as the first filter between inbound inquiries and the production teams. The objective is to generate qualified business conversations while protecting operational focus and time.

This role is execution-focused, metrics-driven, and foundational to building Millennium’s lead generation system.

### **Key Responsibilities:**

#### **1. Social Media Execution**

- a. Publish **daily posts** across LinkedIn, Facebook, Instagram, TikTok, and YouTube in accordance with Millennium’s marketing specifications.
- b. Schedule and manage recurring posts to ensure consistent brand presence.
- c. Ensure messaging aligns with approved positioning, tone, and service focus.
- d. Monitor comments, messages, and engagement, escalating business-relevant inquiries appropriately.

## 2. Lead Generation & Qualification

- a. Monitor inbound inquiries from social platforms and other lead sources.
- b. Conduct initial qualification to determine:
  - i. potential client vs supplier/solicitor,
  - ii. relevance to Millennium's services,
  - iii. urgency and opportunity value.
- c. Route qualified leads into the approved tracking system.
- d. Filter, block, and redirect vendors, sales solicitations, and non-relevant inquiries to protect production team bandwidth.

## 3. Analytics & Performance Tracking

- a. Review platform analytics regularly to assess:
  - i. reach,
  - ii. engagement,
  - iii. click-throughs,
  - iv. inbound inquiries.
- b. Identify trends in post performance and recommend adjustments.
- c. Maintain basic performance reporting tied to defined KPIs.
- d. Demonstrate an understanding of what **clean data** looks like (consistent fields, accurate categorization, no duplicates).

## 4. System Implementation Support

- a. Assist in implementing Millennium's lead generation and follow-up system.
- b. Support documentation of repeatable workflows.
- c. Ensure leads, contacts, and activity data remain organized and usable for future systems.

### Physical Requirements:

- Lifting: No regular lifting, standard office tools and equipment.
- Physical Stamina: Able to work in a medium-pressure, medium-speed environment for several hours daily.
- Manual Labor: No manual labor expected. Scope of work will be internal office work.
- Safety Gear: None expected.
- Safe Body Ergonomics are expected, and self-governance regarding the need for special items surrounding this topic.

### Qualifications:

- Demonstrated familiarity with the business side of:
  - LinkedIn, Facebook, Instagram, TikTok, YouTube
- Comfortable reading and interpreting platform analytics.
- Strong organizational skills with attention to data cleanliness and consistency.
- Clear written communication.
- Ability to exercise judgment in qualifying and filtering inquiries.
- Reliability and consistency in daily execution.
- Experience in industrial, B2B, or service-based businesses is a plus but not required.

**Key Performance Indicators:**

Performance will be evaluated using objective, forward-looking metrics, including but not limited to:

**Execution KPIs:** Daily posting consistency (by platform), On-time scheduling of recurring content, Adherence to marketing specifications

**Engagement & Reach KPIs:** Growth in platform engagement over baseline, Meaningful interactions (comments, DMs, inquiries), Click-throughs or contact actions

**Lead Quality KPIs:** Number of qualified leads identified, Accuracy of lead categorization, Reduction of non-business inquiries reaching production teams

**Conversion-Linked KPIs:** Leads that advance to sales conversations, Leads that convert to active clients (tracked over time).

**Rank Progression Plan:**

*This role is intentionally scoped as a **part-time starting position**. As systems mature and results are demonstrated, responsibilities and compensation may expand to include broader business development or marketing coordination functions.*

**Compensation:**

Level	Technician	Range Low	Range High
1	Lead Gen – SM	10	12

Base Hourly Rate: \$10-\$12/hour

Performance Uplift: Up to 25% based on Performance Metric KPI

Up to 50% tied to qualified leads that convert into active clients

Revision History: Review once a year

W. Allen	Original Creation	2/5/26