

# Lead Sifter

<https://leadsifter.net/job/agency-engagement-manager/>

## Agency Engagement Manager

### Description

Agency Engagement exists to ensure that **every agency is actively participating in the Lead Sifter marketplace — keeping their Sifter Safe stocked, working leads promptly, and competing fairly and effectively.**

We don't measure success by how many messages we send.  
We measure it by:

- **Active agencies with healthy Sifter Safes**
- **Strong lead-to-conversation and conversation-to-sale performance**
- **Consistent, compliant marketplace behavior**

### Core Mission

**Keep agencies engaged, informed, and operating inside the system — not drifting outside of it.**

That means:

- Agencies understand how sifting, exclusivity, and competition actually work
- Safes stay filled with fresh, usable leads
- Performance trends are visible and acted on
- Standards are followed without constant enforcement

### What Agency Engagement Is (and Is Not)

#### It Is

- A **marketplace operator**
- A **performance coach**
- A **standards enforcer**
- A **bridge between agencies, product, and compliance**

#### It Is Not

- Reactive support
- A sales quota role
- A discount or exception desk
- A “check-in” function without outcomes

### Responsibilities

#### Day-to-Day Responsibilities

#### Marketplace Participation

- Monitor which agencies are active, idle, or over-sifting
- Re-engage agencies whose Safes are underutilized or empty
- Guide agencies on competition and availability settings to keep flow

### Hiring organization

Lead Sifter

### Employment Type

Full-time, Part-time

### Job Location

Remote work from: Michigan

### Date posted

January 30, 2026

### Start the Assessment

BEGIN THE aSSESSMENT

balanced

## **Performance & Conversion**

- Track lead flow, contact timing, and conversion trends
- Help agencies adjust outreach cadence, scripts, and prioritization
- Identify patterns that signal quality, fit, or process breakdowns

## **Standards & Compliance**

- Reinforce chain-of-consent and global DNC rules
- Flag and correct behavior that threatens marketplace fairness
- Maintain clean audit trails tied to contact events

## **Onboarding & Enablement**

- Ensure new agencies can explain:
  - How the Safe works
  - How sifting affects availability
  - How exclusivity and DNC are enforced
- Validate that agencies can operate independently inside 60–90 days

## **Feedback Loop**

- Surface systemic friction from agencies
- Translate engagement and performance data into product and policy improvements

## **How We Measure Success**

- **Active agency rate**
- **Average Safe level and freshness**
- **Lead utilization rate**
- **Contact-to-conversation conversion**
- **Conversation-to-sale trends**
- Reduction in fairness or compliance incidents

## **Qualifications**

### **Skills That Matter Here**

- Comfortable with performance dashboards and trend analysis
- Confident setting boundaries and enforcing standards
- Strong communicator with operators and sales leaders
- Pattern recognition across multiple agencies
- Calm under conflict and ambiguity