

JOB TITLE Sales and Marketing Director

SUMMARY The Sales and Marketing Director is responsible to conducting lead generating activities, manage and cultivate leads to closing, grow occupancy and revenue through high-integrity practices, develop and implement sales/marketing plans, meet or exceed performance metrics and community goals, and set positive tone for community environment.

SUPERVISOR Campus Executive Director

ESSENTIAL JOB RESPONSIBILITIES

- Execute strategic plan to achieve goals set by the Campus Executive Director for sales activities, external and internal sales metrics, new move-ins, and occupancy and revenue growth.
- Execute timely follow-ups with inquiries with compelling/purposeful actions to generate move-ins.
- Work with Maple Ridge Memory Care Sales Director to best cross-sell the campus.
- Ensure all inquiries are handled in an expeditious and professional manner 7 days a week.
- Plan and conduct weekly outreach appointments with professionals that have the ability to refer or influence leads, i.e. agencies, hospitals, physicians, attorneys, community leaders, etc.
- Plan and coordinate with the community team to conduct marketing events that generate leads, attendance from professionals, community interest and create public relations opportunities.
- Responsible for tracking and documenting sales activities using the community CRM software and maintaining the database on a daily basis.
- Assure that rental discounts are minimized, approved by the Executive Director, and stay within budget guidelines.
- Participate in the development of quarterly sales and marketing action plans, semi-annual competitive analyses, and weekly sales reports.
- Problem solve when issues arise, present possible solutions to the Executive Director.
- Provide the team with regular updates (daily and as needed) on prospects and all sales and marketing activities.
- Work closely with Executive Director and Resident Care Director throughout the assessment and move-in process to ensure company move-in guidelines, particularly with COVID practices, are maintained.
- Prepare, distribute, and clearly communicate all required move-in paperwork and new resident information to insure smooth move in process.
- Analyze market area to identify and monitor changes in competition, new construction, pricing, amenities, incentive programs and new trends and compliance changes in the immediate market and applicable surrounding markets.
- Maintain and protect the confidentiality of all resident, prospect, and community business at all times.
- Work closely with Campus Executive Director and maintenance team to ensure that the tour routes (including building exterior), model apartments, and open apartments always exceed expectations and make a strong first impression by observing them daily.
- Be familiar with and utilize company tools and resources in order to best execute the responsibilities of the role.

- Attend regular training and coaching sessions as required.
- Put customer service first.
- Maintain flexible work schedule to be available to work evenings and weekends if necessary.
- Perform all other tasks and assignments assigned by the Executive Director.

JOB SKILLS

- Must be a highly responsible individual capable of working independently.
- Must be an excellent communicator with excellent verbal and written skills.
- Must possess a strong customer service approach and sales-oriented personality.
- Must possess well-developed organizational abilities.
- Must be able to work proficiently in a fast paced, healthcare environment and interface with a variety of health care professionals.
- Must possess a demonstrated ability to accurately complete and disseminate move-in paperwork flow and perform record keeping and documentation, as necessary.
- Must be empathetic and adept in dealing with the geriatric population and families in crisis.
- Requires the ability to expedite the assessment and admissions process in an assertive manner with the company's mission
- Must be able to positively interact with associates, residents, customers, family members, visitors, government agencies/personnel, and the public.
- Is aware of and rehearsed in his/her role in marketing the community, and its services to all customers, vendors, referral sources, and fellow associates.

KNOWLEDGE AND EXPECTATIONS

- Must have demonstrated experience in sales and marketing and be sensitive to the needs of elders and disabled persons.
- Minimum of three (3) years health care marketing experience preferred.
- Minimum of an Associate Degree in healthcare administration, business management, marketing, and/or public relations preferred.
- Must understand Sales and Marketing theories and practices
- Must be aware of and uphold Resident Rights and Responsibilities
- Must be aware of and uphold State regulations governing assisted living

WORKING CONDITIONS

- Air-conditioned, heated, well-lit community with minimal barriers
- Bending or kneeling to perform some tasks
- Sitting for extended periods of time
- Daily telephone and computer use and transportation to appointments
- Occasional lifting of up to 50 lbs.
- Must comply with COVID pre-employment testing, and adhere to COVID assessment screening and testing policy for community

STANDARDS

- Residents always come first, and their needs will be met unless there is a conflict with the needs of others or the organization as a whole.
- Employees will not work under the influence of mood altering or illegal drugs or alcohol
- Neat appearance, adherence to dress code and good personal hygiene are expected.

I have read and reviewed the above Job Description and having had an opportunity to have any

Supervisor Signature