

# Appleridge Senior Living

## Career Opportunity

### **Job Title – Director of Marketing & Sales**

**Position Type:** Full Time

**Department:** Marketing & Sales

**Supervisor:** Executive Director

#### **Position Summary:**

The purpose of the Director of Marketing and Sales is to act as a liaison to professional referral sources and advocacy groups to promote the community's services, value, and credibility within the geographic vicinity of the region, and to assist with major marketing projects. By coordinating activities, functions, developing relationships and through personal contacts, the Director of Marketing and Sales will position the company as a resource center for upscale senior housing as well as a senior advocate. The overall objective is to generate referrals to the community and create an understanding of the value of independent living to potential residents, their families, and the professional community.

#### **Position Includes:**

- PTO Vacation, Sick Personal Pay
- Holidays – All Major Holidays
- Health/Dental/Vision Insurance
- Disability/Life Insurance
- 401K Plan
- Sales Incentive Program
- Annual Management Incentive Bonus
- Annual Salary Review

#### **Responsibilities/Accountabilities:**

- Present the company and self in a positive and professional manner.

- Write and articulate clearly and effectively including plans, reports and all technical information.
- Make formal public presentations as requested.
- Act as a liaison to community referral sources. Contacts to these sources should be made in a focused and systematic manner on a priority basis, dependent upon the likelihood of a referral.
- Work collaboratively with the Executive Director, management team and home care services to ensure a smooth and appropriate admission process.
- Conduct tours for community professionals, prospective residents and their families consistent with corporate standards of relationship selling.
- Maintain a flexible work schedule so as to be available to work evenings and weekends as needed.
- Responsible for Marketing budget, tracking monthly expenses as compared to budget plan.
- Maintain a current competitor comparative analysis including rates, apartment sizes, services, amenities. Provide an analysis of strengths and weaknesses of company community features and benefits and competitors. Make recommendations on pricing and competitive repositioning to management.
- Assist in the completion of identified marketing projects and goals.
- Sales/Occupancy Performance: Meet occupancy, sales and move-in projections through community outreach and lead generation.
- Screen prospective residents consistent with financial, medical, emotional and appropriateness with the community's established criteria for residency. Responsible for move-in coordination.
- Responsible for acclimating new residents to the community, including notices to Housekeeping, Dining and Maintenance to ensure a smooth transition. Provides daily follow up with new residents until they feel comfortable navigating the community.
- Manage inventory and responsible for all marketing collateral including information packets and move-in binders, mailings, brochure drops/distribution, invitations, in-house promotional items and marketing supplies.
- Responsible for promotional events, open houses, client events, and other company sponsored functions and events.
- Responsible for the upkeep and presentation of all social media, promotions and website. Manage website content and coordinate with Life Enrichment director to manage social media.
- Develop and maintain pro-active business relationships with the community's partners, owners, and related entities designed to promote the mission, image, and business objectives of Appleridge.

- Pro-actively identify and pursue publicity opportunities. Maximize opportunities for exposure within the various media vehicles.
- Foster relationships in the community and evaluate potential sponsorships that may drive prospects to inquire at our facilities.
- Assist Executive Director with strategic planning, including, increasing revenue and identifying new amenities and services to offer residents.
- Account Management: Manage day-to-day contract commitments and relationships such that referral sources perceive tangible value and choose to continue the relationship.
- Maintain resident satisfaction and retention by cultivating relationships through consistent, exceptional customer service.
- Track weekly contacts and networking activities and submit weekly Marketing Report.

**Specific Educational/Vocational Requirements:**

- Must have demonstrated experience in sales and marketing and is sensitive to the needs of elders.
- Minimum of a bachelor's degree or equivalent experience in real estate, business management, marketing and/or public relations is preferred or combination of experience and education.

**Job Skills:**

- Excellent written and oral communication skills
- Excellent organizational skills and attention to detail
- Strong interpersonal skills
- Ability to work well in a fast-paced, unstructured environment
- Self-motivated
- Ability to work with a large, varied group of people
- Flexible and adaptable when necessary