

EXECUTIVE DIRECTOR

Position Title: Executive Director

Supervised By: Vice President of Operations

General Statement: Under the guidance and supervision of Parkside Management Services, the incumbent provides overall leadership in the planning, development and operation of the community. Provides overall leadership and oversight in the opening and operation, which require a wide range of capabilities and will be supported by a structured learning environment. Features compliance with applicable regulatory standards.

Qualifications Standards:

- A. Education: A Master's degree in Health Care Administration from an accredited program or an equivalent degree of experience.
- B. Experience: Administrative experience in assisted living management with emphasis in Memory Care, human services management, housing management and/or nursing home management.
- C. Knowledge, Skills and Abilities: Must have strong administrative skills and demonstrate the ability to provide a safe and quality environment as well as emotional and psychological support for residents of the community.

Duties and Responsibilities: The incumbent must be able to perform the following functions, which include but are not limited to:

- Creates and maintains a professional, warm, cordial and calm environment with emphasis on the positive.
- Assists in the recruitment and selection of staff.
- Assures that all employee files are current and complete.
- Investigates, monitors and reviews work related injuries. Adheres to and enforces OSHA regulations and safety procedures.
- Assures that all staff are disciplined, if necessary in a proactive and positive manner using written plans of correction and review.
- Works with Resident Care Services to develop and coordinate the community educational programs including orientation and in-service training for all staff.

- Assures that all staff are fully informed and rehearsed on the appropriate responses to the most frequently asked questions by prospects, residents and their families relating to key facts about the community and its services.
- Writes personnel policies and individual position descriptions.
- Holds regularly scheduled department director meetings, pre-planned with an agenda and meeting minutes.
- Coordinates lease signing/service plan development for pre-residency family meeting.
- Acts as a liaison between resident, the residence and family.
- Maintains full compliance with all laws and regulations regarding the operation of an assisted living community.
- Interprets the residence's policies and procedures to employees, residents, family members, visitors, government agencies, etc.
- Maintains confidentiality of all resident and staff information.
- Makes daily rounds of residence and each department. Conducts weekly operational audits.
- Provides timely operating reports to Parkside as indicated.
- Monitors systems of service delivery to the residents including mix and design to insure resident satisfaction and optimal profitability.
- Develops a formal system of communication to insure routine and emergency information is distributed to staff, residents and Parkside in a timely fashion.
- Plans, organizes and implements a strategy that provides for the organized rent-up and occupancy of the residence.
- Assists departments in the development of appropriate policies and procedures. Establishes systems to assure that the manuals are kept current and used in training new staff.
- Reviews and interprets monthly financial reports and provides explanation of budget variances.

- Assures that all department directors consistently meet budget guidelines each month including staffing, expenses and revenues.
- Assures that all opportunities to generate ancillary revenue are fully maximized and reviewed monthly.
- Maintains timely contact with the community and health related agencies.
- Maintains knowledge of all programs and regulations which affect inquiry, residency and transition.
- Maintains relationships with the community and ensures Public Relation efforts are ongoing with particular attention to the medical, legal, financial, clerical and business communities, which influence the Management market.
- Maintains occupancy goals set by Parkside
- Conducts semi-annual reviews and evaluation of consumer purchasing behaviors, pricing sensitivities and differentiation of community services from competitors' services.
- Conducts the annual Resident Satisfaction Survey and develops and evaluates a written plan of corrective action for fair/poor responses.
- Develops a program to assure that all staff are fully informed and rehearsed on their role in marketing the community.