

Job Description

TITLE: Marketing Director

POSITION SUMMARY:

This role is for overseeing and supervising the sales and marketing operations. The position is delegated significant and discretionary powers for the marketing and sales planning and execution for the community. Individuals are expected to customarily and regularly exercise discretion and independent judgment in administering the business affairs of their community that relate to marketing and sales. Responsible for taking the lead in assessing the local market and developing a marketing plan tailored to the particular geographic region in which the community is located and will be able to sell the community by advancing leads through the sales process with the objective of reaching and maintaining budgeted occupancy and revenue goals.

DEPARTMENT: Administration

ACCOUNTABLE TO: Executive Director

ESSENTIAL RESPONSIBILITIES:

1. Studies the market and creates a dynamic, successful Marketing Plan
2. Uses discretion and independent judgment in identifying referral sources and how much time to devote to particular marketing strategies
3. Develops strategy for each prospect from initial inquiry through the final decision
4. Plans each customer interaction
5. Builds customer focused relationships by advancing the lead through the sales process and gaining customer commitment
6. Ensures that all team members in the community understand that sales is everyone's responsibility and are knowledgeable and trained in their role of Marketing & Sales
7. Conducts strategy and advisory meetings with the Executive Director as necessary
8. Provides marketing and sales leadership to all team members
9. Strives to meet or exceed targeted occupancy and sales
10. Generates leads and move-ins from targeted referral sources
11. Implements Marketing Plan
12. Assists in the presentation and value of our services for our residents, families and team members and targeted referral sources

QUALIFICATIONS:

1. Associate or Bachelor's degree preferred.
2. Successful marketing & sales experience, specifically in Senior Care.
3. Ability to handle multiple priorities.
4. Planning and negotiating skills.
5. Competent in organizational, time management skills.
6. Demonstrates good judgment, problem solving and decision making skills.
7. Demonstration of proficiency in computer skills including Microsoft Office and the ability to learn new applications.
8. Ability to work weekends, holidays evenings and flexible hours, available for our customers at peak service delivery days and times.
9. No Health Care Workers disqualifications on a criminal background check.
10. Able to communicate orally and in writing with residents, families and co-workers.
11. Ability to work independently and manage multiple tasks simultaneously
12. Strong computer skills and ability to interact with a variety of electronic devices.

PHYSICAL REQUIREMENTS:

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Must be ambulatory to move around the community, grounds and to carry out assignments.
2. Able to lift up to 50 lbs., bend to the floor, reach above head level, sit, to perform repetitive movements with arms and legs and to be on one's feet for extended periods of time.
3. While performing the duties of the job, the employee may perform extensive keystroke tasks.