

JOB DESCRIPTION

JOB TITLE: Director, Sales & Marketing

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| FLSA STATUS: | Non-exempt | JOB CODE: | |
| DEPARTMENT: | Sales & Marketing | SALARY LEVEL: | |
| LOCATION: | CCRCs | REVISED BY: | Stacie Ocampo |
| REPORTS TO: | Executive Director | DATE REVISED: | 1/14 |

SUMMARY: Under the direction of the Executive Director, is responsible for leading the sales team to meet sales goals and marketing efforts for the community.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Others may be assigned.

- Works with the Executive Director and sales & marketing consultants to develop a marketing strategy for the community.
- Supervises, trains, and manages the performance of sales & marketing team ensuring proper sales & marketing protocols are being followed. Coaches sales associate to assist with closing sales.
- Conducts tours of prospective residents, gathers information, updates the lead base tracking system (REPS), and determines appropriate follow up.
- Completes initial financial applications with prospects and works with Executive Director to obtain approval.
- Maintains excellent business relationships with area service agencies to facilitate referrals to the community.
- Meets prospect call, tour and sales goals on a monthly basis and monitors efforts of sales associate to ensure that he or she is doing the same.
- Oversee the admission and move-in process to ensure that all policies and procedures are being followed.
- Develops and monitors sales & marketing budget, works with the executive director to develop competitive incentives for prospects and sales team.

OTHER REQUIREMENTS:

- Consistently meets or exceeds the community census targets in all levels of care.
- Strong organization skills and continuous ability to utilize and maintain lead base tracking system (REPS).
- Attends all mandatory meetings and in-services.
- Exhibits clean and professional appearance and follows dress code standards.
- Continually seeks better ways for delivering services and communicating with prospects and residents.

- Consistently meets or exceeds the community goals for customer service and resident relations.
- Demonstrates respect for and promotes resident rights including dignity, self determination and access to care, confidentiality and independence.
- Understands the importance of community involvement and participates as appropriate in activities that link enrich the lives of residents.
- Effectively collaborates with department heads, staff, and suppliers to meet community goals and further success.
- Consistently meets or exceeds the community quality assessment and performance improvement standards.
- Complies with all safety policies and procedures, identifying and immediately reporting any potential or actual unsafe acts or conditions to the Executive Director. Follows all safety precautions, including use of necessary devices or equipment, to ensure a safe work environment.
- Complies with all Community policies and procedures.

QUALIFICATION REQUIREMENTS: To perform the job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals to perform essential functions. Employees must maintain DOJ Criminal Record Clearance. Pre-employment drug screening, T.B. test and health screening required, thereafter, an annual health screening and T.B. test will be required.

EDUCATION and/or EXPERIENCE: A Bachelor's Degree in a related field or 5+ experience and/or training in marketing or sales preferably in a service or hospitality industry. Experience working with seniors and in a supervisory role strongly preferred. Position requires a valid Class C driver's license.

LANGUAGE & COMMUNICATION SKILLS: Ability to read and write English, analyze and interpret documents, such as marketing plans and sales analysis data reports. Ability to write routine correspondence and routine reports. Ability to effectively present information and respond to questions from prospects, residents, volunteers, or employees of the organization and the general public.

MATHEMATICAL SKILLS: Basic mathematical skills; adding, subtracting, and multiplying. Ability to complete and analyze financial documents.

REASONING ABILITY: Ability to apply common sense and understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problem solve. Proven history of using good judgment.

PHYSICAL DEMANDS: The physical demands here are representative of those met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is required to regularly required to stand, walk, use hands to handle or hold objects, use a writing instrument and telephone; and speak and listen by telephone and in person. The employee is frequently required to reach with hands and arms. The employee is required to walk on a regular basis. The employee is occasionally required to sit, stoop, kneel, bend, and smell if conditions are unsanitary.

The employee must occasionally lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually low.