

A HOMELIKE SETTING FOR EVERYONE WHO STEPS THROUGH OUR DOOR. AS THE SIGN SAYS... LIFE HAPPENS HERE!

Our newly developed Assisted Living/Memory Care community is looking for a Director of Community Relations to welcome new family members to our current family. We are looking for someone who can convey our mission and vision to the community with multi-channel outreach and marketing efforts. Our mission entails working together to create a true home for our resident family members as well as our staff who we refer to as our extended family. As part of our family, we don't just ask you to have a "passion for seniors" - we expect you to live it and deliver that concept and feel in the deliverables to our market. We have a very soft spot for taking care of those who took care of us growing up. Help us to deliver the message! Help us to open the doors to our home...

Director of Community Relations Qualifications:

- Bachelor's Degree and/or equivalent experience
- Minimum of two years' experience in senior service or senior residence sales
- Thorough knowledge of the senior living market and referral sources
- Ability to identify market need and trends in the greater metropolitan area
- Ability to empower and support all other extended family members to present our mission and vision as part of the overall sales and marketing processes
- Proficient in Word, Excel and basic computer skills;
- Working knowledge in use of office equipment including fax, multiple phone line systems, organizational systems, copy machine, etc.
- Ability to conduct events and tours in the evening on occasion
- Ability to work a Sales-On-Duty weekend rotation

Director of Community Relations Responsibilities:

- Conduct tours, luncheons or other strategies with prospective residents and prospective residents groups.
- Manage lead base. Manage all follow-up with inquiry calls on a daily basis, as well as potential leads and qualified prospects. Generate thank you notes, letters, creative follow up brochures, etc. to any inquiries, tours, or other contacts made by prospective residents/residents' families.
- Creates and maintains effective markets for community services by developing and sustaining referral relationships.
- Commitment to continuous improvement of sales and customer service practices while assuring that completed work adheres to high standards of accuracy and excellence.
- Able to clearly present information, accurately communicate, provide necessary level of detail even under stressful or demanding conditions. Ensure a positive attitude and team orientation is exhibited through verbal and nonverbal communication.
- Develops strategies to maximize admissions of residents in accordance with community sales plan.

- Develops marketing tools for community within budgetary constraints
- Ensures that public information describing the services provided in the community are accurate and fully descriptive.
- Documentation of weekly inventory of unit availability and unit readiness inventory.
- Oversee new resident move-ins which includes but not limited to: Thank you letters, deposits, residency documents, and all other required paperwork completed prior to resident move in date.

So, what do you think? Does this sound like something you would love to be a part of?

If so, welcome to the family...