Marketing Director Duties Outline

The Marketing Directors position is first and foremost a “Sales Position”; therefore, their focus is entirely on census development.

Marketing will continue to work closely with the Activity Director for events that are focused on bringing in prospective residents; such events are any events where public is being invited to the facility. This includes all community events, all events resident’s families are invited to, and of course all events leads and lead sources are being notified of. These are also events which will require financial cooperation and budget sharing by both Marketing and Activities. Events involving existing residents only, such as all regular daily activities, do not need the Marketers involvement and will not be subsidized from marketing budget.

In addition any employee relations, morale improvement, employee recognition and other internal operations related tasks will be handled by the Facility Administrator. The Marketing Director is to be focused on bringing in new business. This focus shall include:

- Lead Development
- Conducting tours
- Lead follow up
- Weekly sales calls
- Events that bring in New/Potential Leads
- Referral Source Relationship Development /Maintenance
- Professional Organization Representation
- Trade Shows / Local Senior Events

The Marketing Director will find a balance between lead development and community relations growth as directed by the Vice President of Marketing. The Marketing Director is responsible to be out of the building and completing a minimum of 10 Sales Calls weekly that are managed and recorded in YGL. All Marketing Directors will participate in weekly scheduled conference calls with the Vice President of Marketing. Additionally, while the Marketing Director shall maintain frequent communication with operations management, Marketing Directors report directly to the Vice President of Marketing.
The Admissions Process

The Marketing Director’s mission is to convert leads into tours and tours into new residents. Once a lead has committed to being a new resident the Marketing Director collects a deposit and schedules the move in. The Marketing Director’s focus will then move on to the next lead or multiple leads.

The Marketing Director is responsible for:

- Coordinating the Move-In
- Ensuring Apartment Move-In Ready Condition
- Collecting the Deposit
- Completing Pre-Assessment Form
- Completing the Face Sheet

Once the move in date is coordinated this lead is now passed on to the Business Office Manager. The Business Office Manager will complete all admission paperwork with the resident. This ensures that everything is signed and the correct amount of monies are collected and billed monthly. Any problems or issues that arise after the Move-In will be directed and handled by the Facility Administrator and their Operations staff.

New Resident Admissions Responsibilities:

Marketing Director

- Collect Deposit/ Deposit Holding Agreement Form
- FACE sheet
- Pre-Assessment Form
- Ensure Physician Move-In Orders have been received
- Collect any Medical History from Physician
- Ensure Apartment is Move-In Ready prior to Scheduled Move-In
Executive Director

- Ensure Physician Move-In Orders have been received
- Ensure LN, RCC or Med Aide have reviewed orders for needed clarification, and MARS are current, if indicated
- Ensure “New Resident Move-in” Checklists have been distributed to appropriate Dept. Heads, completed and returned to ED

Business Office Manager

- Complete all remaining Admission Paperwork with Family to include: Admission Agreement, Arbitration Agreement, Disclosure of Services, Resident Handbook etc.
- Provide resident with keys
- Collect first month’s rent and remaining deposits & fees

Activity Director

- Welcome resident and familiarize resident to facility