Director of Marketing

Job Description

Reports to: Regional Sales Manager

JOB SUMMARY:

PRIMARY RESPONSIBILITIES: The Director of Marketing leads the census development efforts through building positive relationships with referral sources and qualified prospects and educating them on the community’s philosophy and services. The Director of Marketing guides prospects through the decision making process by evaluating their needs, desires, and wants. They are also responsible for overseeing all marketing activities of the community.

Marketing
1. Develop and implement an effective marketing plan to include:
   - Visiting with referral sources
   - Hosting events at the community for qualified prospects and referral sources
   - Developing event and advertising themes
   - Mailing promotional/brochure information to prospects and stocking community advertising placards
2. Attend daily community “stand-up” meetings for information sharing.
3. Make sure marketing literature is available for use. Coordinate printing under Regional Sales Manager’s supervision. Establish tour-marketing notebook.
4. Seek and build positive relationships with the surrounding community, particularly referral sources, i.e. Skilled Nursing Homes, Hospital Discharge Planners, Home Health Agencies, Physicians, Realtors, Estate Planners, State Social Workers, etc.
5. Educate community staff as to their role in marketing and presenting the community (Customer Service Program).
6. Join community groups and attend meetings to build goodwill in the surrounding area, educate members about the community, and develop positive relationships.
7. Organize special events and marketing presentations, including referral sign-in sheets.
8. Coordinate public relations and advertising with Regional Sales Manager for special events.
9. Attend seminars and participate in any company training for marketing and sales.
10. Create and prepare articles of interest for quarterly community newsletter.
11. Perform community analysis to include the compilation of information about competitor rates and services, prospect location, SWOT analysis, and more.
12. Special projects as assigned by Regional Sales Manager and Executive Director.

Sales
1. Maintain up-to-date records of all communication with prospective customers using the company system (YGL), including following company standards for lead follow up and discovery for each load from date of inquiry to move in.
2. Possess and maintain a strong knowledge of the community, its benefits, the services provided, healthcare services overall, the residents and employees.
3. Build positive and trusting relationships with prospects through:
   - Listening to the needs of the prospect.
   - Asking questions to acquire more information about the prospect’s situation and concerns.
   - Presenting the benefits of the residence to the prospect and how the prospect’s needs can be met.
   - Introducing prospects and their families to other employees, residents and families and providing opportunities for them to experience the benefits of the community.
   - Following up with prospects regularly, based on their needs and time frame.
   - Guiding the prospect to make a decision that best meets their needs.
4. Maintain or exceed budgeted census and mix.
5. Establish daily tour preparation program and conduct successful tours. Train alternative staff on the tour process.
6. Provide regular reports to the Regional Sales Manager regarding sales achievements, status of interested prospects, census changes, and implementation of the marketing plan and participate in weekly status conference calls.

**Move-In Process**
1. Compile information to complete the Pre-admission Evaluation for appropriate placement review.
2. Coordinate with the nursing department and Executive Director for nurse assessment and final move-in date and approval.
3. Inform all employees of pending move-in date and the necessary information about the resident and verify the apartment is ready for move-in.
4. Provide the resident/family with all move-in paperwork and ensure that it is completed and returned within the specified time frame prior to move-in.
5. Assist the resident and his or her family with the transition process through on-going communication, sensitivity and reassurance.
6. Communicate with the welcoming committee about the move in date to assure the new resident is greeted per company standards.

**QUALIFICATIONS/SPECIFICATIONS:**
1. Genuine concern for and ability to work with the elderly.
2. Knowledge of the requirements for providing care and supervision to the elderly.
3. Ability to train, lead, and motivate people.
4. Ability to manage and prioritize a large, complex workload.
5. Must be able to utilize standard precaution knowledge and infection control measures where required.
6. Possess sufficient communication and language skill to perform job duties and to clearly and effectively communicate with groups and individuals and to express ideas clearly in writing.
7. Ability to apply the principles of public relations.
8. Ability to make sound decisions when faced with ambiguous situations and to function effectively despite conflicting information, yet seeking appropriate guidance, when needed.
9. Intermediate level computer skills and Microsoft Word software knowledge.
10. Ability to work with superiors and within the parameters of corporate policies and procedures.
11. Ability to act and appear professional at all times utilizing the company dress policy.
12. Possesses an exceptional attendance and work ethic.
13. Must be able to work weekends, nights and holidays as needed to provide exceptional prospective customer service as directed by supervisor.
14. Must be able to execute the marketing plan with visits, meetings and outreach by providing own transportation.

**EDUCATION:**
College degree preferred in Communications, Marketing/Sales, or Public Relations.

**EXPERIENCE:**
Preferred three to five years sales experience in senior housing industry. Minimum- at least one year in sales and marketing.
PHYSICAL JOB REQUIREMENTS:
In a typical eight hour day, employee will:

- Stand/walk frequently, punctuated by opportunities to sit.
- Sit frequently, up to 1-2 hours at a time, punctuated by varying intervals to stand.
- Lift, Carry, Push/pull

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<th>Occasional</th>
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- Occasionally kneel, bend, and reach while filing paperwork for items <15#.
- Secure proper assistance for transferring and lifting of residents as needed (training required for this task)
- Vision - must be able to read clearly with or without corrective lenses.
- Hearing- Must be able to hear telephone, audible alarms, bells, and signals related to resident safety, with or without hearing devices.
- Speech/language- must have strong command of the English language sufficient to read and write and interpret medical and administrative information.
- Bloodborne exposure category: Low

VACATING POSITION:
This position requires a 30 day written resignation notice from the employee.

Ageia Health Services is an equal opportunity employer. This means we do not discriminate in employment decisions on the basis of race, color, national origin, citizenship status, creed, religion, sex, age, marital status, disability, political ideology, veteran status, or any category protected by federal, state or local laws. This policy applies to all terms and conditions of employment, including but not limited to hiring, placement, promotion, termination, reduction in force, recall, transfer, leaves of absence, compensation and training. We fully comply with our legal duty to provide reasonable accommodations to allow people with disabilities to apply for and perform their jobs. If you have a disability that would affect your ability to perform the essential functions of this job you must let us know prior to accepting the position and as soon as possible should a change occur.

This job description may be changed to include new responsibilities and tasks or change existing ones as Ageia Health Services Management deems necessary.

EMPLOYEE ACKNOWLEDGEMENT:
I have read and I understand the job description in full for the position I am applying. I understand that my employment is at will and thereby understand that the company or I can terminate employment, with or without cause or advance notice.

I am able to fulfill the duties, responsibilities, and requirements of this position as outlined above.

__________________________________________________________
Applicant’s/Employee’s Signature

__________________________________________________________
Date

Director of Marketing