

## **Jewish Home Life Job Description**

**Position:** Assisted Living Community Relations Manager

**Department:** Sales & Marketing

**Reports to:** Executive Director

**FLSA Status:** Exempt

**Summary:** This position serves as the sales leader who is responsible for achieving the assisted living community's sales and occupancy goals. Responsible for driving the assisted living community's sales and marketing plan which includes direct and indirect sales, developing and implementing all sales and community relations activities, working with industry and community partners to drive traffic through external business development, relationship building with potential community referral sources, and participation in community events.

### **Qualifications:**

1. Bachelor's degree required, preferably in Communication, Marketing, and Business fields.
2. At least 3 years of successful sales experience in a service based, people driven industry (senior living preferred)
3. Advanced proficiency in Microsoft Office products, particularly Outlook, Word, and Excel.
4. CRM experience preferred and a willingness to learn and use applicable database management systems (Point Click Care experience a plus)
5. Strong verbal and written communication skills
6. Ability to professionally interact with diverse clients and referral sources
7. Documented experience closing sales, specifically within the senior living industry
8. Must be flexible to work outside of traditional 9-5 schedule as needed to complete any duty of the position. May include evenings, weekends, or some holidays
9. Must have reliable transportation as travel throughout the greater Atlanta metro area is required.

### **Responsibilities:**

1. Direct selling through multiple mediums including face to face meetings/tours, telephone, e-mail, text, online/social media, and video.
2. Meet or exceed monthly sales quota and census goals as driven by the community's operating budget.
3. Must maintain knowledge of assisted living community's services and the marketing strategy as it is updated to meet the ongoing operational needs of the community.
4. Responsible for creating community awareness of services and driving traffic to community for potential sales.
5. Ability to sell community's value by offering personalized solutions to prospective residents and their families
6. Develop creative strategies that convert leads to move-ins.
7. Collaborate with Executive Director and corporate marketing team to frequently review effectiveness of sales plan and make plan changes as necessary.
8. Utilize CRM and other applicable software programs for timely maintenance and follow-up of lead information, weekly and monthly reporting.
9. Lead the process for new resident move-ins, including the coordination of all move-in paperwork and creation/maintenance of the resident's administrative file.
10. Plan resident's family orientation in coordination with management team's schedule
11. Meet once a month with Resident Welcome Committee to go over upcoming move-ins and collaborate to find creative ways of welcoming new residents.
12. Maintains confidentiality of all pertinent residents' information to assure all rights are protected

- 13. Must be able to collaborate and maintain positive working relationships with residents, family members, community employees, and professionals in the surrounding community.
- 14. Completes other duties as assigned

*This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the team member for this job. Duties, responsibilities and activities may change at any time with or without notice.*

**Supervisory Responsibility:** No supervisory responsibility

**Physical Requirements:** Ability to lift up to 30 pounds; ability to sit for 80% of the day; ability to stand for long periods of time as needed.

**Mental Requirements:** Ability to focus for extensive period of time on data entry and management, letter writing and other administrative duties. Requires mental acuity and the ability to interact with team members and management.

**To Apply for this Position:**

**Please e-mail resume to Angela Fountain, CHRO at [awfountain@jewishhomelife.org](mailto:awfountain@jewishhomelife.org).**

\_\_\_\_\_  
Department Head

\_\_\_\_\_  
Date

Acknowledged:

\_\_\_\_\_  
Team Member

\_\_\_\_\_  
Date

