



Position Description

Title:	Sales & Marketing Associate	Classification:	Exempt
Reports To:	Director of Sales & Marketing	Status:	Full Time
Department:	Marketing	Hours:	40

Position Summary

The Sales & Marketing Associate promotes Collington at planned events on and off campus, and through in-person community tours and appointments. This role must exude exemplary customer service skills, complete all necessary sales follow-through utilizing our CRM (currently Salesforce), and work collaboratively with Collington stakeholders, team members, the Resident Marketing Committee, Resident Ambassadors Group and the Kendal Corporation Marketing Staff.

Duties & Responsibilities

- Manage, organize, and complete marketing duties to meet the community's sales and occupancy goals in accordance with the organization's marketing plan and department policies and procedures.
- Promote and coordinate presentations/tours and follow up communication with perspective residents.
- Create attentive, professional rapport with potential prospective residents and their families through timely and professional communications to include telephone calls, emails, mailings, on campus tours and virtual appointments.
- Document all activities promptly into our CRM (Salesforce).
- Complete all necessary steps in the sales process after prospective resident places a reservation on a home, including securing deposits, coordinating financial and medical evaluation process, and ensuring that all items on the Sales & Closing Checklist are obtained, reviewed, and executed by depositors.
- Assist in identifying innovative events and methods to increase visitation of targeted groups.
- Assist in planning, sponsoring, organizing, and executing special events to inform and attract referrals and prospects to visit the community. Presents and demonstrates the value and benefits of the community for its residents as appropriate to stimulate interest and sales.
- Manage all walk-in and telephone inquiry activity.
- Assist with all other marketing efforts as directed by the Sales and Marketing Director
- Present all aspects of documents related to residency, including but not limited to required admission documents, leases, etc.
- Provide on-site tours to prospects as needed (to include evenings and weekends).

Education and Experience

- Associate or bachelor's degree.
- A minimum of 3 years(s) of marketing and customer service experience specifically in the retirement living industry preferred in lieu of degree.

Technical Skills

- Demonstrated working knowledge and proficiency of Microsoft Office (Windows, Outlook, Excel and PowerPoint)

Required Knowledge, Skills and Abilities

- Excellent oral and written communication skills including phone, written and verbal skills for effective communication and the ability to facilitate group presentations and tours.
- Excellent organizational and time management skills.
- Detail-oriented and self-motivated with strict attention to deadlines and details.
- Ability to be proactive and able to take direction and establish ownership of projects.
- Strong customer service skills.
- Strong analytical and problem-solving skills.
- Ability to multi-task and manage competing priorities.
- Ability to work collaboratively as well as independently.
- Demonstrate a commitment to the core values of the organization's service to community.
- Ability to work a flexible schedule that may include evenings and weekends.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job with or without reasonable accommodation. Reasonable accommodation will be determined on a case-by-case basis.

1. Walking long distances
2. Intermittent prolong standing.
3. Prolonged periods of sitting at a desk and working on a computer daily

Acknowledgement

I have read this Position Description. I understand the information contained in the Position Description. I further understand that this Position Description is not intended and should not be construed as an exhaustive list of all the responsibilities, skills, efforts or physical requirements/working conditions associated with this position. I may be required to perform additional tasks necessary to meet standards of quality and care or business necessity.

Employee Name	Employee Signature	Date
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Supervisor Name	Supervisor Signature	Date
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Nothing in this position description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

Equal Opportunity Employer (EOE)
Minority/Female/Disabled/Veteran (M/F/D/V)
Drug Free Workplace (DFW)



Position Description

Title:	Marketing Coordinator	Classification:	Non-Exempt
Reports to:	Director of Sales & Marketing	Status:	Full Time
Department:	Marketing	Hours:	40

Position Summary

The Marketing Coordinator is an integral part of the Sales & Marketing department, providing support in all marketing efforts and to the sales team. This role coordinates the administration of departmental functions from responding to prospective residents calling in to the community, managing and running the marketing calendar, coordinating events, and overseeing the application process for incoming residents. The Marketing Coordinator is expected to provide the highest in customer service to team members, current residents, and prospects. In addition, support the achievement of occupancy goals via establishing and managing deadlines, and dedicated support to the Sales and Marketing team.

The Marketing Coordinator must be able to manage competing priorities and multi-task in a busy environment. The necessary attributes needed to be successful in this position include being an organized multi-tasker, highly detail-oriented, a self-starter, a supportive, insightful, and proactive team player, finding joy working within a senior living community, working with team members, a good listener and strong commitment to confidentiality.

Duties & Responsibilities

- Deliver courteous, and responsive service to residents and prospects, exemplifying our mission and values, identify the purpose of their visit and direct them as appropriate.
- Answer calls and respond to emails inquiries, primarily from prospective residents
- Process department invoices, payments, refunds, and expense reports.
- Maintain and distribute weekly, monthly, and new move-in reports
- Organize meetings, including scheduling, sending reminders, and coordinating catering when needed
- Coordinate mass marketing mailings
- Prepare expense reports, track, and process department invoices administrative
- Manage mail distribution to include pick up and preparing materials for mailing.
- Maintain and distribute weekly, monthly, and new move-in reports
- Organize meetings, including scheduling, sending reminders, and coordinating catering when needed.
- Enter all new and potential prospects into the CRMS (Customer Relationship Management System)
- Work closely with marketing partners along with resident committees in both digital marketing and other forms of communication
- Maintain closing files and records (digital and hard copy) in an organized and efficient manner.

Sales Support

- Fields and assigns new prospects to appropriate sales counselors.
- Provide introductory sales information to "walk-ins", guided tours when needed and at events.
- Coordinate and manage all marketing events
- Manage, organize, and maintain an inventory of department sales and marketing materials and supplies
- Collaborates with the Marketing team to schedule meetings, prospects, and events (in person and virtual).

Resident Experience Support

- Manages "Try-It" model and other model spaces for temporary occupancy when needed.
- Collaborate with other departments as appropriate to schedule medical interviews and assessments for prospective residents
- Prepares closing files and contracts for new residents
- Prepares "Welcome Packages" for new residents

Education and Experience

- Minimum High School Diploma: Associates or bachelor's degree preferred.
- A minimum of 4 years of Administrative Assistant experience, ideally in a fast-paced dynamic professional environment required
- Prior work experience in a Senior or Assisted Living environment
- Prior work experience in a residential sales and marketing department a plus

Technical Skills

- Advanced MS Office Suite skills including Word, Excel, and PowerPoint
- Knowledge of social and digital platforms, specifically LinkedIn, Facebook and Google
- Familiarity with social and digital content ideation and development

Required Knowledge, Skills, and Abilities

- Customer Service Mindset
- Demonstrated flexibility and ability to readily understand priorities and anticipate needs.
- Ability to work with all levels of management on a regular basis
- Excellent oral and written communication skills
- Excellent organizational and time management skills
- Detail-oriented and self-motivated with strict attention to deadlines and details
- Ability to be proactive and able to take direction and establish ownership of projects
- Strong analytical and critical thinking skills
- Ability to multi-task and manage competing priorities
- Must be capable of handling highly confidential matters
- Must have a positive "can do" attitude, be a consummate team player, show excellent judgment as well as work well independently.
- Demonstrate a commitment to the core values of the organization's service to community

Physical Demands

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1. Must be able to stand and walk 20% of the workday
2. Must be able to sit for extended periods
3. Ability to stoop, bend and stretch frequently in small tight areas.
4. Must be able to lift, carry and hold up to 50 pounds

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