

WESTMINSTER VILLAGE

JOB DESCRIPTION

JOB TITLE: Sales Associate / Move-in Coordinator

EXEMPT STATUS: Full-time/Exempt

REPORTS TO: Director of Marketing & Sales

GENERAL SUMMARY:

As a Senior Living Sales Associate and Move-in Coordinator, you will play a crucial role in facilitating the transition of new residents into our senior living community. You will be responsible for managing the move-in process, ensuring a seamless experience for our residents and their families and supporting the sales team to generate leads, conducting tours, supporting marketing events. Your primary focus will be on building relationships, understanding the needs of potential residents, and guiding them through the decision-making process.

ESSENTIAL JOB DUTIES:

1. Move-in Coordination:

- Coordinate the move-in process for new residents, including guiding future residents in selecting finishes for their customized home (i.e. flooring, countertops, paint, appliances, cabinetry), scheduling move-in dates, communicating and coordinating paperwork with future resident, scheduling with external moving companies, and assisting with logistics.
- Setting new resident closing date, communicating that date to all parties involved and coordinating the closing celebration on the closing date.
- Collaborate with internal departments, such as maintenance, IT and housekeeping, to ensure apartments are move-in ready and meet resident expectations.
- Provide support and assistance to residents and their families during the transition period, offering guidance on settling in and accessing community services and amenities.

2. Sales and Marketing:

- Serves as back up to the Sales Team to conduct tours of the community for prospective residents and their families, showcasing amenities and answering questions.
- Supports Sales Team with follow up calls to existing prospects to generate appointments and documenting those conversations in the Customer Relationship Management (CRM) software.
- May utilize various marketing channels, including social media, print advertising, and community events, to promote the senior living community.
- Support and participate in community outreach activities, networking events, and educational seminars to promote Westminster Village and establish relationships within the local community.

- Support Director of Marketing in internal event planning and coordinates details necessary for successful events.

QUALIFICATIONS:

- Bachelor's degree in marketing, Business Administration, or related field preferred.
- Strong communication and interpersonal skills, with the ability to build rapport and establish trust with diverse audiences.
- Excellent organizational skills and attention to detail, with the ability to manage multiple tasks simultaneously.
- Knowledge of sales and marketing techniques, including lead generation, networking, and relationship building.
- Familiarity with CRM software and other sales tools preferred.
- Compassionate and customer-focused attitude, with a genuine desire to help seniors and their families navigate the transition to senior living.
- Ability to work independently and as part of a team in a fast-paced, dynamic environment.

This job description outlines the key responsibilities and qualifications for the Senior Living Sales Associate and Move-in Coordinator position. The role requires a combination of sales expertise, customer relationship management skills, and compassion for seniors and their families. If you believe you possess the necessary qualifications and are passionate about making a difference in the lives of seniors, we encourage you to apply.