

Westminster Village

Assisted Living Sales Associate

Department: Sales
FLSA Status: Exempt

Job Status: Full-time
Reports To: Administrator

POSITION SUMMARY:

The Assisted Living (AL) Sales/Move-In Coordinator is responsible for the administration of Assisted Living sales and the move-in program. The AL Coordinator will plan, develop, and implement a departmental strategy that maintains a community occupancy level consistent with goals. The AL Coordinator will follow and implement policies and procedures as provided by the Administrator, provide reports as established and utilize an identified budget. The AL Coordinator will work to coordinate new admission assessments and additional move-in responsibilities with the health center. This position will be expected to spend 60% of time in the field and 40% of time in the community, which may vary depending on current events.

ROLES AND RESPONSIBILITIES:

- Establish sales and marketing plan to enhance the assisted living occupancy and marketing efforts to attain or maintain targeted occupancy levels.
- Maintain compliance with all applicable rules, regulations, and guidelines. Monitor efficiency and effectiveness of the assisted living marketing plan.
- Coordinate efforts with the Administrator to plan ads and other advertising and public relations materials. Interface with the media outlets regarding interviews and press releases.
- Plan, update and conduct assisted living sales and marketing presentations to appropriate providers and community agencies. Provide tours of the Community as part of strategic sales initiative.
- Actively contribute towards productive public relations, increasing positive public regard and overall awareness of assisted living and the Community.
- Work closely with the Community Life team, Director of Community outreach, and Assisted Living Coordinator for assisted living community outreach events. Coordinate with other staff members in scheduling events and use of facilities as appropriate.
- Develop and actively participate in the assisted living outreach program by providing necessary resources, building contacts, creating awareness and garnering goodwill overall.
- Plan and monitor the assisted living move-in program to ensure the highest level of coordination and communication with new residents and their families.
- Work closely with the resident and/or family to ensure a smooth and positive move-in experience.
- Work with the Assisted Living Supervisor to schedule new resident assessments and level of care assessments.
- Coordinate apartment refurbishment (i.e. paint, repairs, etc.) as directed by the Administrator/Assisted Living supervisor, with the Director of Plant Operations.
- Coordinate efforts with the Administrator and Executive Director to develop a budget and establish forecasts.
- Coordinate with the Administrator on long range planning, business development and introduce new programs as it pertains to occupancy growth. Provide reports and recommendations to the Administrator as directed.
- Monitor coordination of department services with other resident services to ensure the continuity of the residents' total regimen of care.

- Act as a back up to the Director of Community Outreach to tour inquiries in the health center, room readiness for health center move-ins, and cover vacations.
- Other duties as assigned by Supervisor.

REQUIREMENTS:

- Combination of education and/or experience equivalent to an associate degree from an accredited college or university, with experience in marketing, sales or related field.
- Professional experience in marketing, the senior living care industry, or related field.
- Valid state driver’s license (and liability insurance) to use personal vehicle for travel.
- Ability to read and write, follow written and oral instructions and communicate effectively in English.
- Ability to work with the elderly in a courteous and friendly manner, demonstrating patience and compassion, flexibility and adaptability.
- Ability to perform duties with consideration for residents’ rights at all times and demonstrate integrity and discretion in the care of residents and in handling their personal information.
- Leadership, motivational, and public speaking skills.
- Creative, organized, and motivated.
- Willingness to learn practices, procedures, laws, regulations and guidelines pertaining to senior living care.
- Ability to organize, implement, and manage programs, goals, objectives, policies, procedures, and resources.
- On call as needed.

I understand this job description and its requirements, and that I am expected to complete all duties as instructed and assigned. I also understand that the job functions may be altered from time to time, and that Management has the right to modify this job description at any time, without advance notice to me, except as required by law.

I further understand this description identifies the essential and primary duties and responsibilities of the job, and that it is not intended to detail or contain each and every duty inherent in this job.

I acknowledge that by signing this document that I can perform the essential functions of the job duties as described, with or without accommodation and I agree to immediately notify Human Resources if, at some time in the future, I need an accommodation and/or if I am no longer able to perform any of my job duties, with or without accommodation.

Employee Full Name (Printed)

Date

Employee Signature