



LOCATION: Palisade Gardens and James Club

JOB TITLE: Sales & Leasing Manager

REPORTS TO: General Manager

QUALIFICATIONS: Education and Background

- Grade 12 plus College/University education in a related field
- Good communication skills both oral and written
- Demonstrates empathy and understanding of the needs of seniors
- Ability to organize work and work under strict time constraints
- Has an entrepreneurial sales approach and is capable of working independently
- Must have a high standard of hygiene and cleanliness
- Ability to type, with computer experience
- Patience, friendly, tolerant and polite
- Present a neat, well-groomed appearance, with appropriate dress.
- Must be well organized and able to handle deadlines.
- Flexibility in working hours to meet client and facility needs
- Must be proactive, self-disciplined and demonstrate a high level of productivity
- Knowledge of the Condominium Act 1998

KEY RESPONSIBILITIES:

- Sales and Leasing activities will be an important aspect of this position.
- Input documentation into Yardi and ensure it is up to date and revive leads from past list(s).

- Follow up calls and ongoing contact with leads a must!
- Marketing and promoting the facility
- Community exposure and requires several outreach hours per week
- Conducting tours and responding appropriately to telephone inquires
- Maintain the site mailing list, mailing newsletter, recording tours, phone calls, and weekly marketing reports are completed
- Facility events
- Attend mandatory staff training – in-service programs
- Fulfill other responsibilities as directed by the General manager
- Maintain all marketing materials, print, assembly of packages, etc.
- Attend community functions or committees on a regular basis in an effort to sustain Palisade Gardens profile within the community.
- Entry of contacts into Yardi program
- Works closely with General Manager to meet occupancy targets
- Works within the community as required to initiate contacts
- Maintains accurate records of tours, sales calls, names, phone numbers, results etc
- Assists with coordination of special events when promoting the facility to the community to establish contacts
- Preparation and maintenance of mailing list of contacts for use in direct mailings and/or special events
- Completes paperwork, tenancy agreements, receipts for deposit, as required
- Responsible for initial marketing entry in the Yardi program and ongoing data entry.
- Other duties as required
- Ensures a smooth transition for the resident by liaising with the appropriate departments.
- Leasing of the rental units in the retirement community through conducting tours and providing information to the general public and community organizations
- Managing inquiries and following up on leads in a timely manner

- Orients new residents to ensure a smooth transition into the community
- Responds to resident issues and family inquiries and concerns relating to accommodations and living arrangements
- Identifying and resolving individual residents' concerns and issues in a timely and effective manner
- Participates as a member of the management team and provides support to the other members of the team
- Implements corporate marketing initiatives to ensure optimal occupancy is achieved for the retirement residence
- Develops and fosters partnerships within the community
- Strong outside sales focus which engages key community members and drives leads and interest to our property
- In addition, the successful candidate will be required to promote high quality care while maintaining a safe and healthy environment for residents, resident families, visitors and staff.
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- Strong interpersonal and conflict resolution skills are essential, as is excellence in achieving continuous quality improvements. Related experience within the seniors housing industry is an asset.