

	By Authority Of: Chief Operating Officer
Department: Human Resources	
Job Description: Marketing Manager	Effective: September 2008 Updated: April 2018

MARKETING MANAGER

Job Summary

Reporting directly to the Executive Director, the incumbent develops and implements site specific marketing and sales programs to achieve occupancy targets in accordance with legislative/regulatory requirements, Company policies and procedures and fiscal constraints.

Primary Responsibilities

- Generate sales by engaging in tours, presentations and meetings with potential prospects to achieve property occupancy and revenue targets.
- Assist with developing the annual marketing and sales plan, departmental goals and objectives, and annual budget.
- Market the Community’s services and amenities to potential residents, external groups and senior care system partners and assist the Executive Director in all sales related activities.
- Perform ongoing market research and continually monitor competitors, and adjust marketing and sales efforts as needed.
- Oversee all marketing and advertising promotional activities and staff involved in these activities.
- Engage with Culinary and Lifestyle departments for purposes of special event planning.
- Communicate with appropriate personnel to ensure community common areas and suites are clean and welcoming for sales prospects.
- In collaboration with the Resident Care Manager, schedule the pre-admission appointment.
- In collaboration with the Executive Director and the Resident Care Manager, participates in complex pre-admission meeting debriefing sessions and follows up with the customer as directed.
- Participate in the Quality Improvement Program.
- Keep up-to-date records on sales calls, customer contacts, and details of meetings in a timely manner using the Company’s Customer Relationship Management Software.
- Process the appropriate deposits and Lease Agreements.
- Enforce and adhere to all appropriate workplace regulations, compliances, legislation and Company policies and procedures.
- Be continually aware of, and maintain the highest standards of professionalism by following the Company dress code.
- Act as Manager-on-Duty weekends on rotation

Management Competencies

**Refer to Management and Functional Competencies.*

Performance Requirements

- Attend all in-service education relevant to position.
- Effectively interact with multiple internal/external stakeholders, including the public, and manage stressful situations with empathy and respect.
- Understands and practices the principles of excellent customer service and instills Signature Retirement Living's mission, vision and values.
- Demonstrate the ability to interact effectively within the team, with resident and families as well as other internal and external stakeholders.
- Self-initiative, strong time management and organizational skills.
- Clear Criminal Records Check.
- Up to date immunizations.
- Excellent computer skills, proficient in Microsoft Office.
- Professional office, phone and email etiquette.
- Enthusiastic with ability to motivate individuals and groups.
- Ability to work with people who may have physical disabilities or cognitive impairments.
- Understand and maintain confidentiality.

Education & Skills

- Post-secondary education in business/marketing field is an asset, along with previous sales experience, or equivalent combination of education and experience.
- Excellent English communication (both oral and written), including presentation skills.
- Sound knowledge of local community, competitors and media contacts.
- Computer proficiency including media software, internet resources and Microsoft Office.

Working Environment, Special Skills and Physical Job Requirements

- Working on a continuous basis with a computer.
- Walk and stand on a variety of surfaces for at least 3 hours per day.
- Occasional lifting up to 30 pounds.
- Travel by personal vehicle to attend community functions as required.
- Exposure to extreme temperature and variable weather.
- May be required to work alternate weekends.

Acknowledgement and Agreement

The above job description reflects the general details considered necessary to describe the principal functions and duties as required for proper evaluation of the job and will not be construed as a detailed description of all the work requirements that may be inherent in the job. Employees may perform other related duties and tasks as required to meet the needs of the operation.

I acknowledge that I have received and reviewed this job description.

Name: _____ Signature: _____

Witness: _____ Date: _____