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Job Posting

Position:	Marketing Manager
Organization:	Signature Retirement Living – Prominence Way Retirement Community
Location:	Calgary, Alberta
Reports to:	Executive Director
Website:	www.prominencewayretirement.com

The Opportunity:

Signature Retirement Living requires a seasoned sales professional to manage the many leads generated for this stunning new residence in Calgary. The successful candidate will improve seniors' lives by helping appropriate prospects make the move to Prominence Way. It's a rewarding career, serving others, with a premiere organization in a growing industry.

The Organization:

Signature Retirement Living, with unparalleled communities in great locations across Canada is the country's leading purveyor of retirement lifestyles where residents receive unmatched choice and an enviable level of service in a positive, vibrant and caring environment.

Signature Values

- We value each and every Signature resident and share a common goal; to satisfy their needs and enrich their experiences.
- We are a Team; we act with integrity and each of us is accountable for personal and organizational success.
- We are here to make a positive difference in the community we all share.

127 Miller Dr, Georgetown, ON L7G 5Y1
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- We are committed to creating positive change, bringing energy and enthusiasm to everything we do.

The Residence

- Prominence Way offers warm, welcoming and worry-free retirement living. The recently-opened residence boasts 125 suites and is situated in Calgary by the Bow River between Patterson and Edworthy Park, close to trails shopping and more.
- Prominence Way offers one and two bedroom independent living apartments. Working closely with Alberta Health, the residence also provides designated assisted living to individuals requiring this support in the community.
- The home exudes warmth, the staff and residents enjoy a warm, friendly atmosphere knows everyone else. Work life/balance is an important value at Signature Retirement Living
- Residents experience vibrant seniors' living with a world of choices, beautiful architecture, caring people and a comprehensive program of activities and services.

Position Summary

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

Position Accountabilities

Key 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.



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- 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, participate in complex pre-admission meeting debriefing sessions and follow 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

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.
- Understand and practice the principles of excellent customer service and instill Signature Retirement Living's mission, vision and values.
- Demonstrate the ability to interact effectively within the team, with residents 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 and Skills

- Post-secondary education in business/marketing field is an asset, along with previous sales experience, or equivalent combination of education and experience.

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- 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.

Contact Information

For further information, please contact:
careers@greenhouserecruitment.ca

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