

Lutheran Services Carolinas

Job Description

Job Title: Director of Marketing & Sales

Supervisor (title): Executive Director

Department: Marketing

Approved by: B. Welch 

Date: 10/15/2014

Position Purpose/Summary: The Director of Marketing and Sales is responsible for the development, implementation, and administration of all marketing and sales for the community. Responsibilities include the day-to-day functions and procedures of the marketing department, the implementation of the marketing plan, and compliance with LSC admission policies to assure maximum sales and occupancy of independent and assisted living units.

Essential Functions: The Director of Marketing and Sales, in accordance with Federal and State regulations, LSC policies, philosophies, and objectives, will effectively:

1. Coordinate all efforts and functions of the marketing department to ensure that sales and occupancy are the primary goals at all times. Promote a future residency program to build a wait list.
2. Adhere to and follow the approved marketing plan. Approval from the executive director must be received before instituting any changes or redirection from the marketing plan.
3. Audit of the ACT program to ensure that all leads are worked and entered in a timely fashion. Document all activity/conversation with IL/AL family members/responsible parties, residents, and prospective residents.
4. Review marketing brochures/materials and all forms involved in completing an admission.
5. Successfully administer the process to follow the steps to a sale, close a sale, assist the resident and responsible party with a move and transition to the community, and follow-up on any resident concerns.
6. Understand the LSC product and move-in options for new residents: independent living, assisted living, and the relationships provided through supportive services, such as home health, home care, hospice, and palliative care.
7. Provide support in resident services. Document resident grievances, assist in resolution of grievances, and deliver other social services as needed.
8. Coordinate moves of residents to proper levels of care.
9. Identify and initiate contacts with prospective residents by telephone, written communications, and personal visits. Set monthly goals with executive director and marketing team.
10. Conduct follow-up calls to prospective residents. Conduct in-home appointments when appropriate. Set appointments and luncheons with prospective residents, family members, and advisers to sell. Qualify prospective residents according to age, health, financial capability, and interest.

11. Professionally represent LSC in the broader community. Conduct and participate in cultivation events and educational meetings, public relations programs, and special events. Participate in civic clubs, local committees, chambers, etc.; serve on local boards when opportunities present. Host luncheons and/or speaking engagements for churches, civic groups, etc., at least monthly.
12. Meet weekly with marketing team and executive director; write and present weekly and monthly progress reports to the executive director. Provide marketing statistics and information as requested, for reporting.
13. Participate as a member of the management team in developing and carrying out LSC's missions, goals, and objectives.
14. Prepare annual marketing budget; monitor budget variances; and adjust accordingly to insure annual financial objectives are met. Maintain monthly spend-down budget process for the marketing department.
15. Assure compliance with regulatory requirements related to disclosure and marketing materials.
16. Maintain confidentiality of resident, applicant, and community information.
17. Develop expertise of all comparable independent living and assisted living communities in the surrounding area.
18. Maintain organized, time relevant records for marketing department and resident files.
19. Initiate and participate in opportunities for professional development within the limits of time and budgeting constraints.
20. Create opportunities for publicity for LSC communities. Develop advertising, communications, and public relations strategies, including an annual TV commercial; coordinate advertising in local magazines and newspapers, etc. Maintain social media venues including Facebook, Internet web page (updated monthly), etc.
21. Develop network with attorneys, accountants, key management of financial institutions, trust officers, insurance and pension consultants, stock/investment brokers, selected real estate professionals, ministers, physicians, pharmacists, dentists, etc., for lead development.
22. Maintain a clean, well-kept, professional appearance and marketing environment as it relates to office and presentation spaces.
23. Other duties as assigned by the executive director.

Supervisory Responsibilities, if any: As assigned by executive director.

Qualifications (Minimum Job Requirements): *The requirements listed below are representative of the knowledge, skill, and/or ability required for the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Education: Two years of college in business, sales, or marketing; or 3 years related experience.

Experience: Minimum 2 years experience in business, sales, or marketing.

Specific skills/abilities: Demonstrated in-depth sales and marketing techniques and financial principles. Effective ability to communicate orally or in written form with co-

workers, management, internal, and external customers. Proficient in Microsoft Office software (Word, Excel, PowerPoint, etc.).

Specialized knowledge, licenses, etc.: N/A

Working Conditions/Physical Requirements: *(Please list work conditions for physical or other important issues which relate to the job; the conditions listed should be representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.)*

1. Typical office environment. Individuals may need to sit or stand as needed.
2. Must be ambulatory throughout facility; walking primarily on various surface levels for periods throughout the day.
3. Reaching above shoulder heights, below the waist, or lifting as required up to 30 pounds; and to file documents or store materials throughout the work day. Proper lifting techniques required.

This job description is not an employment contract. Lutheran Services Carolinas reserves the right to alter the job description at any time without notice.

Employee Signature

Date

Supervisor Signature

Date

Employee signature constitutes employee's understanding of the requirements, essential functions, and duties of the position.