

Lutheran Services Carolinas

Job Description

Job Title: Move-In Coordinator

Supervisor (title): Director of Marketing & Sales

Department: Marketing & Sales

Approved by: B. Welch 

Date: 5/2014

Position Purpose/Summary:

Responsible for gathering all information regarding new resident(s), maintaining a resident file until move-in, and relaying all construction/decorating specifications to appropriate personnel. Serve as back-up salesperson when marketing director is unavailable. Maintain census, statistics, and budget information for marketing department.

Essential Functions:

1. Maintain future resident records once reservation agreement is signed. Assist future resident with application, residency agreement and timeframe for all activities, including entrance fee payments. Process application and all other forms required for residency.
2. Review financial applications and inform marketing director of any situations that do not meet the standard admission criteria.
3. Understand application, reservation agreement, residency agreement and resident handbook and uphold all when communicating with residents.
4. Maintain confidentiality of resident, applicant, and Trinity Oaks information.
5. Work flexible hours when necessary for activities, events, and resident needs.
6. Assist future residents with all choices for residence and relay information to maintenance director, construction crew, etc.
7. Conduct in-home appointments when appropriate.
8. Prepare monthly marketing report for marketing director and executive director.
9. Maintain budget information for department and advise marketing director on account coding and budget concerns. Assist in preparing annual budget and monitor budget variances. Reconcile department expenses monthly with business manager.
10. Proficient with REPS and able to run reports for census, lead information, residence availability, etc., as needed by marketing director and executive director. Provide marketing statistics and information as requested for reporting.
11. Proficient in understanding the CCRC (Continuing Care Retirement Community) and the benefits of this lifestyle for residents. Understand the complete Trinity Oaks product.
12. Conduct telephone calls and set up appointments for marketing director. Provide information packets to prospective residents when requested. Conduct tours when requested.
13. Assist marketing director in planning and conducting events, presentations, and other functions. Maintain a professional appearance at all times.
14. Assist marketing director in development of monthly newsletter.
15. Assist marketing director in monitoring and maintaining website and social media sites.
16. Represent Trinity Oaks in a positive and professional way in the broader community.
17. Ability to make sound and pertinent business decisions regarding marketing in the absence of the marketing director.

Supervisory Responsibilities, if any (*The scope of the person's authority, including the positions that report to the incumbent.*):

N/A

Qualifications (Minimum Job Requirements): *The requirements listed below are representative of the knowledge, skill, and/or ability required for the job:*

Education: Minimum 2-year degree; 4-year degree preferred.

Experience: Previous experience in office environment.

Specific skills/abilities: Strong professionalism, communication, and people skills.

Computer skills: Proficient in Microsoft Office suite, especially Excel. Aptitude for mathematical calculation.

Specialized knowledge, licenses, etc.: N/A

Preferences (Optional): (*Preferred attributes for the position, which are not absolutely required in the minimum qualification, e.g. masters degree, bilingual*).

Working Conditions/Physical Requirements:

Work typically performed in office environment. Regularly required to sit and stand for several hours at a time, to climb up and down stairs several times each day.

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.