

SAINTJOHN'S COMMUNITIES JOB DESCRIPTION

JOB TITLE: Sales & Marketing Specialist
REPORTS TO: Director of Marketing and Sales
STANDARD PRECAUTIONS: Category III
FLSA CATEGORY: Non-Exempt
JOB CODE: 36-2

JOB OBJECTIVE:

In support of the Director of Marketing/Sales and the Senior Living Advisor, assists with direct sales communications and events, administers timely flow of depositor paperwork and communications to meet the needs of the organization according to all State/Federal regulations/codes and Saint John's policies, procedures, and practices. Works together with all members of the community to uphold and further the mission, vision, principles and values of the Saint John's Community.

KNOWLEDGE, SKILLS, ABILITIES, QUALIFICATIONS:

1. Associate Degree in Marketing, Business, or Sales etc. from an accredited college/university; bachelor's degree preferred.
2. Must have at least three years experience in customer service and/senior living or related commercial/residential real estate industry.
3. Must demonstrate excellent written and verbal communication skills.
4. Must demonstrate skills in word processing, database management, spreadsheets and desktop publishing.
5. Must be professional in actions, neat attire appropriate to the position, excellent customer service skills, and desire to work with and serve older adults.
6. Must be able to read, write and speak English.
7. Must demonstrate dependability, attention to detail, follow-up and problem-solving skills, be honest, exhibit a warm, cheerful, caring manner and be regularly at work, on time, as scheduled.
8. Must have the ability to adapt to changing organizational needs, work flexible hours to meet the scheduling requirements.
9. Must demonstrate the ability to comprehend and follow established procedures, be able to multi- task and be able to work independently and perform various duties without close supervision.

ESSENTIAL FUNCTIONS, DUTIES AND ACCOUNTABILITIES:

1. Greets all guests and manages incoming calls to the Sales and Marketing Department professionally and timely, responds to inquiries and manages lead distribution to Senior Living Advisor and Director of Marketing and Sales.
2. In conjunction with the Senior Living Advisor, processes the workflow of Financial and Health applications coordinating and expediting approvals when necessary, preparing contracts and related documents, and tracking deposits to help ensure timely closing of sales.
3. Enters lead and depositor information to the sales database. Using the sales database, prepares weekly, monthly and ad hoc reports of sales, deposit, and lead activity.
4. Manages apartment inventory tracking move-ins, move-outs, transfers, deaths and apartment combinations.
5. In conjunction with the Multi-media Specialist, assists with direct mail campaigns and outside vendors.
6. Assists Director in the organization of Expression of Interest and other special events including scheduling event dates, locating and reserving venues, mailing (emailing) invitations and tracking RSVP's, selecting and ordering food and beverage, arranging for extra event needs; such as valet parking, flowers, etc., preparing name tags and greeting guests. With M & S Team, evaluates event after the fact for future adjustments.

7. Maintains depositor and resident contract files in Administration and on network Marketing Drive
8. Updates and Maintains Resident Master email list
9. Updates Resident Directories with new resident contact info prior to move in
10. Supports Sales & Marketing staff with creation and maintenance of Shore Holder information
11. Nurture relationships with Shore Holders through weekly email communications of campus events and updates, confirming reservations, special requests and being initial point of contact for all SHC inquiries.
12. Orders and stock supplies and sales collateral and other marketing materials and forms, assists with ensuring the office and marketing lounge and design center are clean, presentable and stocked to par, and filling in occasionally to give tours.
13. Completes necessary paperwork processing upon move-in including collection of closing documents and distribution to various stakeholders, including addition of pertinent resident info into PCC.
14. Introduces new residents to Resident Services for post move-in follow through.
15. Works cooperatively with Saint John's staff, residents, depositors and family members.
16. Assures that all resident/client rights are maintained at all times. Reports any violations or suspected deviations immediately, according to Saint John's policy.
17. Maintains confidentiality of all department, resident, depositor and organizational information
18. Knows and follows existing lines of communication and authority.
19. Works tactfully and cooperatively with residents, clients, families, visitors and staff throughout the organization.
20. Attends in-services, organization and resident functions as required, special committee meetings, seminars, and changes schedule or works overtime to meet the needs of the residents.

PERSON CENTERED CARE/PROFESSIONAL INTEGRITY AND RESPONSIBILITY:

1. Employees act with honesty and openness in all their dealings as representatives of the organization and are expected to support a working environment that values respect, fairness, inclusiveness, and integrity. Our employees promote responsibility in the workplace by recognizing and respecting boundaries of people with whom we work and serve.
2. Employees support practices and principles of the person-first philosophy that gives residents the power of choice. Employees are considered part of the community and are expected to perform duties within the principles and practices that guide care and services through knowing and honoring the person before the task. i.e. Fostering relationships between residents, family and staff; Each person is to be known as an individual who can and does make a difference; We nurture the spirit as well as the mind and body; We promote growth and development for all; and, We create an environment that meets the physical, social, emotional, intellectual, spiritual and occupational needs of individuals and the community.

WORK SETTING/ENVIRONMENT:

Work is performed indoors in a well-lit clean office with some exposure to dust. Heat, air conditioning and humidity are controlled by the building's central system with a temperature variance of not more than 7 degrees on either side of the norm of 72 degrees. Majority of work is completed at a desk with an appropriate chair and desk with an optimum keyboard height for the operator with sitting for long periods of time typing materials that may be difficult to read; some musculoskeletal and eye strain when working with personal computer. Moderate level of stress when working with clients and meeting deadlines. During apartment construction some work may be performed in unfinished residences with hazards related to construction; i.e. high levels of noise, odors from paint, carpet, unfinished surfaces etc.

EQUIPMENT USED:

Computer, laser printers, phone system, copy machine, postage meter and scale, pen, paper, pencil, printed materials, stapler, hole punch, keyboard, books, three ring binders, FAX machine and other standard office equipment. Hard hat, safety goggles and steel toe boots may be required on the construction site.

PHYSICAL/SENSORY COGNITIVE REQUIREMENTS TO PERFORM THE ESSENTIAL JOB FUNCTIONS:

Physical Strength: Must have the ability to occasionally push/pull/move items weighing up to 25 pounds.

Manual Dexterity: Must have the ability to continuously and simultaneously manipulate many small objects within a confined space such as phone buttons, computer keyboards and mice, etc.

Mobility: Must have the ability to sit for prolonged periods of time, move around the office space, squat, climb stairs, bend and kneel. Must have the ability to be able to move about the facility for 2-hour periods of time. Must have the ability to get one's self from his or her car to visit prospects at their homes. Must be able to walk distances of up to 200 feet on uneven services.

Speech: Must have the ability to articulate with extreme accuracy and precision to give directions, speak into the phone and conduct sales presentations.

Emotional Stability: Must have the ability to continuously deal effectively with the stress created by repetitive activities, elderly/sick residents and prospects, people in a hurry, confused people, multiple tasks, many interruptions and deadlines.

Vision: Must have the ability to constantly see/read reports and computer screens.

Hearing: Must have the ability to hear normal sounds and voices face to face and over the phone and distinguish among many audible alarm systems with some background noise.

Concentration: Must have the ability to constantly concentrate on detailed items with interruptions.

Attention Span: Must have the ability to attend to tasks for up to 2 hours at a time.

Memory: Must have the ability to constantly remember a sequence of verbal and written tasks for a full 8-hour shift and frequently over a long period of time.

EMPLOYEE RESPONSIBILITY IN AN EMERGENCY: Must know, understand and comply with all emergency procedures and be able to assist with resident evacuation if necessary and all safety, security, infection control and hazardous materials policies and procedures.

-
1. This job description is not intended to be all-inclusive. The employee will also perform other reasonably related business duties as assigned by the supervisor or other management.
 2. Management reserves the right to change job responsibilities, duties and hours as needs prevail. This document is for management communication only and not intended to imply a written or implied contract of employment.
 3. I have read and understand this job description. I agree to accept the responsibilities and duties as outlined with or without reasonable accommodation.

Employee Signature: _____

Date: _____

Supervisor Signature: _____

Date: _____

Revised: 09/2023