



Job Description Sales and Marketing Director

Job Code	Job Title Sales and Marketing Director	Department Sales and Marketing
FLSA Exempt	Benefit Status Department Director	Reports to Executive Director

Position Summary

Responsible for planning, directing, and evaluating all marketing, sales, leasing, and admission processes related to the Community needs. Develops, implements, and adjusts accordingly, sales and marketing strategies to meet budgeted occupancy and sales goals. In addition, is responsible for ensuring a cohesive sales and marketing team at the Community level and in compliance with the Company’s marketing vision. Responsible for the supervision of direct reports as identified in the Sales and Marketing structure of each community.

Essential Duties

- Works in close collaboration with Executive Director and VP of Sales/Marketing to achieve budgeted occupancy goals.
- Responsible for meeting established individual and team goals for outbound calls, tours, deposits, move-ins, and outreach.
- Receives calls and inquiries from prospective residents, families, and advisors; provides information, answers questions, overcomes objections and drives the sales process to drive prospect commitment.
- Ensures timely data entry and upkeep of CRM data entry to ensure CRM Dashboard reporting is accurate and up to date.
- Oversees customer contact documentation for each prospect. Oversees process of qualifying each prospect for level of interest and urgency. Assess prospect eligibility with regards to community acceptance criteria.
- Creates, oversees execution, and appropriately adjusts community sales and marketing plan. Analyzes data on purchasing power, buying habits and preferences of prospective clients. Analyzes data on competitors. Suggests changes in strategies or services to respond to changing market conditions. Works with VP of Sales/Marketing for advertising and collateral needs/updates.
- Oversees visual and oral sales presentations. Develops, schedules, implements, and evaluates the outreach presentations and special events.
- Works with managing organization and third-party support vendors on advertising and marketing materials.

- Monitors and manages the budget of the department to adhere with budgetary guidelines.
- In compliance with the Company's policies, is responsible for interviewing, hiring, developing, supervising, and following the Company's performance management policy with direct reporting staff.
- Responsible for developing and implementing a strong outreach and referral generation program based on neighborhood specific occupancy and business needs.
- Other duties as assigned.

Basic Qualifications & Experience

- Bachelor's Degree required, preferably in Marketing, Public Relations, or Communications.
- 3-5 years' experience at a senior marketing, advertising, or communications level preferred.
- Proven sales, leasing, promotion, or public relations required.
- Proven expertise in relationship sales required. Senior housing sales experience desired.
- Proficient in Microsoft Office and experience in CRMs desired.
- Proven ability to manage staff according to Company's policies and guidelines.
- Knowledge of managing a budget.
- Must have excellent written and verbal communication skills.
- Must be able to read, write and speak the English language.
- Must possess excellent customer service skills.
- Must be comfortable with social media venues such as Facebook, Instagram, and LinkedIn.

Working Conditions / Physical Requirements

- Sits, stands, bends, and moves intermittently during working hours.
- Is subject to frequent interruptions.
- Interacts with donors, families, volunteers, residents, and numerous other staff members.

NOTE: This job description is not intended to be an exhaustive list of all duties, responsibilities, and or qualifications associated with the job.

The employer is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the employer will provide reasonable accommodations to qualified individuals with disabilities and encourages prospective employees and incumbents to discuss potential accommodations with the employer.



Job Description Sales and Marketing Director

I acknowledge and understand that:

- Receipt of the job description does not imply nor create a promise of employment, nor an employment contract of any kind, and that my employment is at-will.
- The job description provides a general summary of the position in which I am employees. I have read and understand the functions and requirements of this position. I understand that this is not to be considered an exhaustive statement of duties, responsibilities or requirements and does not limit the assignment of additional duties for this position.
- I know of no limitations which would prevent me from performing these functions with or without accommodation. I further understand that it is my responsibility to inform my supervisor at any time that I am unable to perform any of these functions.
- Acceptable job performance includes completion of the job responsibilities as well as compliance with the policies, procedures, rules and regulations or Melody Living.
- I have read, understand, and agree to use this job description as a tool to assist me in my daily tasks.

Employee Printed Name

Date Signed

Employee Signature

I have reviewed this current job description with the above employee.

Manager Signature

Date Signed