



Job Title: Director of Sales and Marketing—Retirement Community

GENERAL SUMMARY: The Director of Sales and Marketing is responsible for planning, developing and directing all aspects of sales and marketing for Augsburg's independent living. Responsibilities include lead generation, direct sales, advertising, public relations, event planning, reports and record keeper, development of the annual marketing plan, full management of the marketing team and advisory service to facility's Assisted Living and Health Center.

Note: It is very likely Augsburg will be expanding in the near future; thus, the Director of Sales and Marketing would benefit from experience in expansion/pre-selling independent living apartments. At this time we have a two person department.

PRINCIPAL RESPONSIBILITIES AND DUTIES:

1. Assures general public awareness of all services available at Augsburg including the health care component, retirement community, and assisted living through the use of various marketing activities and mass media advertisements. Monitors and analyzes effectiveness of advertisements placed in mass media vehicles and general marketing program.
2. Responsible for scheduling and conducting tours of Independent Living apartments, the development of reservation list.
3. Ensure appropriate follow up procedures are completed so all inquiries are identified, scheduled, completed and documented.
4. Utilize the Leads Management software system to capture key data.
5. Manage Market Sales Team in the community to achieve occupancy, move in and revenue targets for the community.
6. Close sales by assisting prospective residents, their family members, and/or advisors in the decision-making process by understanding their needs and educating them about services and programs that can meet their needs.
7. Respond promptly to every telephone call or in-person inquiry from all referral sources, prospective residents, and families. Responsible for being the single point of contact for referral agencies.
8. Develop and maintains relationships with and generates leads through resident, family, and professional referral sources on a weekly basis.

9. Participate with management team to assure marketability of the community, including:
 - a. Upkeep and attractiveness
 - b. Resident/Family communications
 - c. Utilization of internal events for marketing
 - d. Accountability for in house marketing and sales training
10. Keep abreast of key competitors' strengths, weaknesses, and pricing.
11. Assists in developing Annual Marketing Plan and executes approved marketing program, activities and materials in accordance with overall marketing plan.
12. Manages the sales process from first inquiry to receipt of deposit to move-in relation to the representation, negotiation and promotion of the community to that individual.
13. Initiates ongoing contact with a prospective resident via telephone, personal visits, tours and home visit activities as appropriate to facilitate the selling process.
14. Counsels and advises prospective residents, family members and key influencers (physician, attorney, trust officer, as appropriate) with regards to levels of care, community services and features and the variety of available residential options.
15. Develop and implement sales and marketing strategies, and benchmarks for the sales force to achieve.
16. Monitor and analyze sales and marketing activity against goals to meet or exceed overall budgeted occupancy for the communities.
17. Supervises the staff which involves direct and indirect responsibilities for interviewing, selection, training, motivating, performance appraisal, managing policies and procedures to ensure achievement of the departments' goals.
18. Analyze and evaluate the effectiveness of sales, methods, costs and results.
Responsible for establishing sales goals and strategies for the sales team.
19. Responsible for the marketing research function. Oversees the collection, analysis and reporting of both external and internal data. Reports results of market research to supervisor; recommends potential new services, programs, and marketing strategies as appropriate.
20. Create and organize lead generation marketing events including the mailing creative.
21. Maintains and expands list of prospective clients for independent living, keeping timely contacts with prospects to ascertain readiness to become residents.
22. Represents Augsburg and its programs at Senior Programs and Fairs and special events. Weekend work and travel will be required on occasion.

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED:

- College Degree preferably with some marketing coursework
- 2 to 3 years of direct independent living sales experience
- Strong interpersonal skills to identify and maintain key relationships with Augsburg, community and professional sources
- Excellent written and verbal communication skills, as well as the ability to facilitate group presentations
- Proven ability to effectively handle multiple priorities with exceptional organizational and time management skills
- Experience managing a team
- Computer Literate: Database Management, Word Processing, Strong abilities and experience with Leads Management Software

WORKING CONDITIONS:

Normal office environment where there is minimal or no physical discomfort due to temperature, noise, dust and the like.

SAFETY

The employee is responsible for following all safety policies and procedures.

REPORTING RELATIONSHIPS: Executive Director

ORGANIZATIONAL OVERVIEW

Augsburg Village, a not-for-profit continuing care retirement community in Baltimore, Maryland, is a recognized leader in senior retirement living. Offering independent living, assisted living, short-term rehab and skilled nursing on a beautiful 52 acre campus, Augsburg is committed to serving seniors with quality and value, offering a lifestyle that's attractive, attentive and attainable. Augsburg welcomes individuals of all beliefs, cultures and ethnic backgrounds.