Job Title: Director of Community Relations
Location: Brigham House Assisted Living Community Watertown, MA 02472
Hours: Full Time

Excellent opportunity to join an established, professional team providing exceptional residential senior living.

Job Description:
Under the supervision of the Executive Director (ED), the Sales Associate is responsible for the seamless transition of each resident into our community. Included, but not limited to, sending out information to potential residents, ensuring all move-in paperwork is accurate and complete, coordinating special events, and preparing reports. Serve as a member of the sales and marketing team whose purpose is to improve occupancy and enhance resident and community relations. **Salary position starting at 60k + Commission and Bonus! (Salary commensurate with experience)**

Minimum Eligibility Requirements:
• Must have a High School Diploma - Associate or College Degree preferred in marketing or social services. Must have a minimum of two years marketing experience - preferably in an ALF setting
• Must have compassion for and desire to work with the senior population
• Must have excellent understanding of the sales process
• Organized team player with the ability to multi-task in a team environment
• Ability to work independently
• Be self-motivated and goal-directed
• Excellent customer service and interpersonal skills
• Must be capable of maintaining regular, reliable attendance
• Must have strong computer skills (outlook, excel, word, publisher, and power point)
• Must be able to communicate effectively with residents, families, staff, vendors and the general public
• Must be able to perform duties and responsibilities (Essential Job Functions) with or without reasonable accommodation

Essential Functions-Sales and Marketing Functions:

• Assists ED with meeting community's move-in and occupancy goals each month
• Assists with planning, developing, organizing and implementing all aspects of the community sales and marketing plan
• Responsible for organizing and monitoring new resident move-ins to assure positive customer experiences

• Responsible for meeting all monthly sales activity standards including follow up phone calls, home visits, professional sales calls as assigned and assisting the ED with events and lead mailings
• Assists ED with the development of marketing budget and Marketing Action Plan
• Responsible for taking inquiry calls from hospitals, families, potential residents, giving tours and securing deposits
• Assist with completing competitive analysis quarterly
• Assist ED in monitoring and updating collateral pricing information based on company standards
• Accurately compiles all required reports as defined the ED

Working Conditions: (travel, hours, environment)
Full time; possible overtime, with regularly scheduled weekend hours/ car required (Must possess valid driver license)

- Physically able to move at least 50 lbs. without assistance.
- Physically able to bend, reach, and work in small areas.
- Physically able to push and pull equipment and furnishings.
- Physically able to stand for long periods of time.

Benefits:
Full time position offers a competitive benefit program to include Medical, Dental, Vision, Health FSA, Dependent Care FSA, Short-Term Disability, Long Term Disability, Life Insurance, Home and Auto Discount program, Vendor Discount Program, 401(k) with matching contribution, Accrued Vacation, Sick, and Personal time and Paid Holiday Benefit. Employee referral bonus, and resident referral bonus.

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