



Job Title: Director of Sales and Marketing - Memory Care Assisted Living

Location: Forestview Manor Assisted Living 153 Parade Road, Meredith, NH 03253

Hours: Full Time

Job Summary:

Are you an experienced sales professional seeking a career with purpose? At Forestview Manor Memory Care Assisted Living Community, we're not just selling; we're enriching lives. We're seeking an empathetic sales professional who thrives in a collaborative, supportive environment and is passionate about building genuine connections with seniors and their families, guiding them through a significant life transition.

As a Director of Sales and Marketing, you'll move beyond metrics and embrace relationship-focused selling by cultivating meaningful relationships with families of prospective residents and key referral partners. Become a trusted resource, understanding their unique needs and demonstrate how Forestview Manor can provide exceptional care and support. Join our dynamic team and experience the satisfaction of truly making a difference in the lives of seniors.

Responsibilities:

- **Lead Generation & Conversion:** Proactively manage the sales process from initial inquiry to move-in, executing timely and strategic follow-ups to convert leads into residents. Develop and implement compelling outreach strategies that resonate with prospects.
- **Relationship Building:** Cultivate and maintain strong relationships with key referral sources, including nursing care centers, hospitals, physicians, attorneys, community leaders, and senior centers. Conduct regular outreach appointments and develop strategic partnerships to expand our reach and generate qualified leads.
- **Sales Performance:** Consistently meet or exceed established metrics for sales activities, lead generation, and new move-ins. Track and analyze performance data to identify areas for improvement and optimize sales strategies.
- **Marketing & Events:** Collaborate with the community team to plan and execute engaging monthly marketing events that generate leads, attract professional partners, foster community interest, and create positive public relations opportunities.
- **CRM Management:** Maintain accurate and up-to-date records of all sales activities, prospect interactions, and referral sources within our community software. Utilize the CRM to track progress, manage leads, and generate reports.
- **Market Analysis:** Conduct ongoing market research and competitive analyses to identify trends, monitor competitor activities, and understand market dynamics. Use this information to inform sales and marketing strategies and maintain a competitive edge.
- **Marketing Plan Development:** Develop and implement quarterly marketing plans in conjunction with the Executive Director and marketing team that include specific monthly goals, outreach strategies, targeted events, and traditional and digital marketing campaigns.
- **Collaboration & Communication:** Work closely with the Executive Director and Resident Care Director throughout the assessment and move-in process to ensure a smooth transition for new

residents and adherence to company guidelines. Provide regular updates to the team on prospect status, sales activities, and community impressions.

- **Move-In Coordination:** Prepare and distribute all necessary move-in paperwork to ensure a seamless and positive move-in experience for new residents.
- **Community Presentation:** Collaborate with the Executive Director and Maintenance Team to ensure that the community, including tour routes, model apartments, and available units, consistently exceeds expectations for tours and visits.
- **Compliance & Training:** Adhere to all company, state, federal, and applicable compliance and regulatory guidelines. Utilize company tools and resources effectively and attend required in-service training programs.
- **Additional Responsibilities:** Perform other duties as assigned by the Executive Director.

Requirements:

- Bachelor's degree preferred.
- 3-5 years of successful sales experience, ideally in senior living or a related field.
- Proficiency in Microsoft Office Suite (Word, Excel, Outlook).
- Valid driver's license, auto insurance, and reliable transportation.
- Excellent communication and presentation skills, with the ability to effectively articulate the value of our services.

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.

To apply or refer a qualified applicant please send completed application and/or resume to Leigh Milne at leigh@forestviewmanor.com