



ASSISTED LIVING COMMUNITIES

Job Title: Director of Sales/Marketing

Location: Kenilworth Ave, Washington DC

Type: Full-time

Job Summary:

The Sales and Marketing Director for the Kenilworth Community is an exciting opportunity for a seasoned Sales Director to be responsible for a full lease-up of a newly constructed 157-unit community that offers residents an Affordable/LIHTC program. This community is expected to open Q3-2022.

The Sales/Marketing Director is responsible to achieve a maximum occupancy potential of the Community by attracting qualified prospects and converting those prospects into residents. The Director of Sales/Marketing must be able to establish rapport with prospects, their families and other influencers; be a resource to them, and understand and satisfy their needs and concerns. The Sales/Marketing Director serves as a liaison to professional referral sources, community organizations and advocacy groups in order to promote the value and credibility of the Community's services within the prime market area. This in turn generates qualified leads to the Community. The Sales/Marketing Director combines community outreach with public relations, coordination of advertising and direct mail as resources permit.

Duties and Responsibilities

The following essential functions are the essential job duties of the position to be completed with or without appropriate reasonable accommodation.

- Present the Community, HallKeen Assisted Living Communities, LLC and self in a positive and professional manner.
- Develop, implement and maintain quarterly marketing plans.
- Write and articulate clearly and effectively, including plans, reports, correspondence and all technical information.
- Meet monthly contact goals and database management goals and requirements which include contact to all active leads, wait list deposits, referral sources and newly arrived residents.
- Act as a liaison to community and professional referral sources based upon a priority basis.
- Develop and maintain a collaborative, pro-active community outreach effort.
- Schedule appointments and conduct tours for prospective residents and their families.
- Screen prospective residents consistent with financial, health, emotional and appropriateness within the community's established parameters for residency.
- Ensure that applications are submitted in a timely manner to the Director of Resident Care for proper assessment and approval.
- Convert reservations to signed leases within 30 days. Schedule and meet with the Executive Director and resident family for lease signing.
- Coordinate move-in process so as to ensure resident and family satisfaction.

- Meet occupancy, sales and move-in projections.
- Ensure that sales / marketing reports are timely, accurate and complete.
- Develop, maintain and control the marketing budget.
- Work collaboratively with department heads and the Community staff to emphasize the importance of marketing, resident satisfaction and being customer service oriented.
- Maintain an annual competitor comparative analysis including an analysis of strengths and weaknesses of the Community in comparison to features, benefits and pricing of competitors. Make recommendations on pricing, positioning and programming based upon competitive analysis.
- Maintain a flexible work schedule so as to be available to work evenings and weekends if necessary.
- Adheres to all HallKeen Assisted Living Communities' policies and procedures.

Minimum Qualifications

- One to two years of related sales experience.
- Bachelor's degree from a four-year college or university preferred.
- LIHTC experience with Frail Elder Waiver Program and Medicare
- Must possess strong customer service skills, basic financial knowledge of revenue and profitability, intermediate computer and electronic file management skills and strong organizational skills including ability to follow-up, detail-oriented, ability to multi-task.
- Must have the ability to maintain confidentiality.

Physical Demands

- Physically able to move at least 20 lbs. without assistance.
- Physically able to bend, reach, and work in small areas.
- Physically able to push and pull activity equipment and furnishings.
-

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 Laura Holmes, lholmes@hallkeen.com.