

JOB TITLE:

Community Relations Coordinator

JOB SUMMARY:

This position is responsible for the marketing and leasing of the Assisted Living apartments. Work closely with the Manager as a strong team player to make sure the Community is operating at 100% occupancy. This position requires being on call weekends and/or evenings to accommodate prospects and family visits, internal and external marketing events as requested.

ACCOUNTABILITY:

Manager

DUTIES AND RESPONSIBILITIES:

- Achieve and maintain 100% occupancy, with a waiting list by marketing and showing units, and following up with prospects.
- Develop a weekly marketing plan and achieve goals and objectives stated in the plan.
- Manage inquiry data base documenting weekly activity.
- Manage community website with monthly changes, move-in promotions and event photos.
- Complete weekly marketing report and submit to supervisors every Thursday by noon.
- Prepare marketing materials for community tours and marketing events
- Prepare tour gifts to be available 24/7.
- Conduct a minimum of 15-20 marketing contacts weekly.
- Assist in developing a budget and follow it.
- Coordinate with Manager and Health Care Coordinator a schedule for move-ins and move-outs.
- Meet evenings and weekends to accommodate prospects and family schedules.
- Provide education and presentations to the public both internally and externally.
- Coordinate and develop approved advertising.
- Must obtain and maintain a chauffeur's license within 30 days of hire.
- Comply with all regulations as they apply to assisted living certification.
- Prompt and courteous response in answering incoming telephone calls.
- Other duties assigned by the Manager.
- Uphold confidentiality and Health Insurance and Portability and Accountability Act (HIPAA).
- Participate in the bi-weekly in-services, mandatory meetings, and coordinator meetings.
- Be a part of the safety team and other committees, as requested.
- Assist in orientation of new residents.
- Write a monthly article for the newsletter, as requested.
- Comply with all the Community policies.

CONTACTS:

Community Manager

Prospects

Residents and family members

Coordinators, Barber/Beauty Operators

Community organizations, physicians, hospitals, other home health care agencies, nursing homes, social workers, attorneys, bank trust officers, churches, senior centers, civic groups, and other assisted living communities

Various professional organizations; local, regional, state, and national
Inspectors from state and local departments

REQUIRED SKILLS AND ABILITIES:

- Outstanding interpersonal and communication skills
- Proven organizational skills
- Public relations
- Listening and problem-solving skills
- Positive image
- Decision making and goal setting abilities
- Commitment to the elderly and their well-being
- Supervision and problem solving skills
- Able to be a strong member of a solid team.
- Computer literate (Word, Excel, Power Point)
- May be on the computer for extended periods
- Ability to close a sale

REQUIRED EDUCATION AND/OR TRAINING:

- A degree in business, marketing, public relations, communications or related area
- Computer skills Word, Excel, Access, Power Point, and internet

PREFERRED EXPERIENCE:

- 2-4 years experience in marketing, public relations and sales
- Experience working with marketing plans, budgets, and advertising purchasing
- Experience working with the elderly

POSITION REQUIREMENTS:

- Travel as required for to meet marketing goals, attend training and meetings.
- To become and keep informed of the competition, their building lay-outs, programs, and pricing.

On this _____ (day) of _____ (month), _____ (year), I have received a copy of this job description and have had the opportunity to discuss job requirements with my Supervisor.

I understand this is NOT a contract of employment.

Employee's Signature

Date

Supervisor's Signature

Date

All job descriptions are subject to change based on business needs.