



DIRECTOR OF SALES AND MARKETING

Position Overview

Reporting to the Chief Executive Director (CEO), the Director of Sales and Marketing possesses a clear understanding of the distinct advantages of Heritage on the Marina and maintains optimally high occupancy, with specific responsibility for Independent Living apartments.

Essential Job Duties

- Develops and nurtures relationships with prospects in Customer Relationship Management (CRM) database via phone calls, e-mails, newsletters, texts and other correspondence. Moves qualified prospects through the sales pipeline; schedules appointments; conducts tailored tours of Heritage on the Marina.
- Maintains a clear understanding of the Residence and Care Agreement; anticipates and addresses prospective residents' questions, concerns, and issues.
- Responds to new prospect inquiries; effectively manages and builds waitlist.
- Strategizes and uses creative communication to recruit qualified residents and close sales.
- Represents Heritage on the Marina in outside sales presentations as required/requested.
- Manages sales staff effectively with ongoing and consistent coaching, mentoring, evaluation and direction.
- Facilitates daily stand-up and weekly staff meeting to discuss goals, metrics, productivity, creative sales strategy, pipeline, current issues and projects.
- Meet and achieves stated and established performance metrics and necessary goals.
- Organizes regular events, including open houses, presentations, educational seminars, receptions, and tours.
- Ensures receipt of completed applications and all required information; reviews and provides preliminary financial approval; prepares contracts and required supporting documents.
- Coordinates interviews with appropriate staff members and the Medical Director.
- Maintains CRM database with timely, comprehensive updates to data and records.
- Coordinates processes for apartment refurbishments and new resident move-ins.
- Participate in budget planning; monitor adherence to departmental budget.
- Reviews and approve sales and marketing staff's time and attendance.
- Provides all required reports to CEO and Controller.
- Attends educational and planning meetings as needed.
- Complies with Heritage on the Marina rules and regulations as set forth in the employee handbook.
- Maintains a professional appearance and demeanor; promotes/maintains friendly, collaborative working relationships and communication with peers and performs other duties as assigned.

Education and other Qualifications

- High school diploma required; Bachelor's Degree preferred.
- Previous experience in retirement community sales and sales management preferred.

- Minimum five (5) years' experience in sales and marketing; three (3) years in direct customer service required.
- Must complete and pass a physical examination with tuberculosis (TB) screen prior to employment.
- Employment contingent upon fingerprint clearance from Department of Justice.

Knowledge, Skills and Abilities

- Must be an organized, flexible self-motivated detailed-oriented team player with superior customer service skills, and integrity; able to work well under pressure and demonstrate good time management.
- Able to function independently and to work effectively with residents, staff and support agencies.
- Excellent verbal, written and interpersonal communication skills.
- Must possess excellent analytical skills, problem-solving ability and ability to maintain confidentiality.
- Computer literacy and experience required (Microsoft Office Suite; CRM software).