



Position:

Sales and Marketing Director

Type:

Full-Time

Job Description:

We are currently accepting resumes for our Sales and Marketing Director position at our community. This role is responsible for the marketing and leasing of the apartments at Prairie Ridge of Galena. The Sales and Marketing Director will be responsible for the marketing plan and execution of all marketing activities including print ads, social media, website, events, etc. This person will also be in-charge of the sales cycle and coordinating new move-ins to the community.

This position may require being on call weekends and/or evenings to accommodate prospects and family visits, internal and external marketing events as requested.

- Achieve and maintain 100% occupancy, with a waiting list by marketing and showing apartments, 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 leadership monthly
- Prepare marketing materials for community tours and marketing events
- Assist in developing a budget and follow it.
- Coordinate with Executive Director and Nursing Director to schedule for move-ins and move-outs.
- Provide education and presentations to the public both internally and externally.
- Coordinate and develop approved advertising.
- Comply with all regulations as they apply
- 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 monthly blog post
- Comply with all the Community policies.

Schedule:

- 1st shift – 9:00am-5:00pm
- Monday to Friday

Benefits can include:

- Commissions/Bonuses
- Paid Holidays
- 401(k)
- 401(k) matching
- Dental insurance
- Flexible schedule
- Health insurance
- Paid time off
- Referral program
- Vision insurance
- Tuition reimbursement

Company Culture:

- Detail-oriented -- quality and precision-focused
- People-oriented -- supportive and fairness-focused
- Team-oriented -- cooperative and collaborative

Resumes can be sent directly to Megan Kaiser, Executive Director at director@prairieridgeofgalena.com.