

ESKATON
MARKETING DIRECTOR

DEPARTMENT: Marketing

Exempt X Non-exempt

JOB SUMMARY

The Marketing Director provides initial contact with prospective clients, family members, community groups which includes phone call, walk -ins, and requests for information received through the mail. The employee will be regularly engaged away from the facility (a minimum of 50% of the time) occupied with direct marketing activities to fulfill the facility's census requirements. Assembles all appropriate collateral material for mass mailing, individual correspondence, information packets, floor plans, etc. Follows-up on leads to schedule and conduct tours, explain the assisted living concept, fee structure, screening process, long-term care program, and membership agreements. Assists applicants with selection of unit; prepares Deposit Agreement, appropriate receipts and photocopies as needed. Guides and assists applicants with health and financial screening. Arranges on-site inspections of unit and offers support to client through move-in process. Maintains database. Nurtures relationships with new and existing residents to provide a continuation of referrals. Makes public presentations and uses public speaking skills to sell concept of assisted living life style.

JOB RELATIONSHIPS

Responsible to: Administrator

Workers Supervised: None

Interrelationships: External contacts include applicants, residents, families, community groups, and other professionals related to specific projects. Internal contacts with all levels of management and staff throughout the Eskaton structure.

QUALIFICATIONS

Education:

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Minimum two years of college study in marketing, health or human services required. Bachelors degree in related field preferred.

Training and Experience:

Three to five years experience in retirement housing and public relations. Proven experience in sales in a senior market and/or retirement housing preferred. Designing presentations, public speaking and marketing retirement housing concepts to community groups preferred. Computer literacy required with specific software familiarity with current Microsoft operating system (Word, Excel, Outlook and PowerPoint).

Job Knowledge

Knowledge of health care of the elderly and delivery of services to that population.