

Position	Sales Counselor
Supervision Given To:	N/A
Supervision Received From:	Director of Sales and Marketing

Job Summary:

This position is responsible for leasing apartments and achieving move in goals. The individual will maintain a positive image of the community with referral sources, residents, and staff personnel. They report to the Director of Sales and Marketing. Coordinates resident move-ins by establishing relationship with residents and families prior to joining our community to ensure a smooth transition. Promotes the continuum of care being offered. Serves as the primary contact for residents, responsible parties, and employees regarding move-ins, transfers and general community orientation questions. Meet established targets for room readiness, first impressions, tours and move-ins. Ensures that the above systems are accurate, efficient, and in accordance with regulatory agencies.

Job Duties:

Essential Functions

- Schedule, organize and conduct tours with prospective resident or senior providers for assisted living and memory care
- Meet all expectations of meaningful contacts, leases and occupancy
- Responds and follow-up with to all walk-ins, phone ins, mail-ins timely and appropriately
- Maintain a good working relationship with residents, families and professional providers of care
- Maintains a working knowledge of all software programs
- Manage move ins and move outs to achieve maximum revenue
- Treat each inquiry with value
- Meet all expectations of occupancy and budget
- Keeps Sales Director and or Executive Director informed of all sales activity daily
- Maintains Hot Board and census board
- Assist in development and execution of community events
- Assist with move in and welcome of new residents
- Communicates any special needs of the incoming resident to the appropriate personnel
- Keeps informed of trends, developments, concepts and techniques in marketing the care of seniors.

Added Responsibilities

- Respond appropriately to changes in the work setting.
- Perform other related assignments as required.
- Participate in New Hire Orientation program and other regular associate meetings or functions.
- Assist Executive Director with special projects and special Community events.
- Be familiar with Policies & Procedures Manual and Associate Handbook.

Accountabilities:

- Act on constructive feedback by listening to supervisor(s), customers and peers and use it to improve performance.
- Maintain resident, employee, and community confidentiality.
- Respect Resident's Rights.

- Demonstrate positive attitude and ability to work well with all people, particularly the elderly.
- Promote positive work environment that emphasizes teamwork.
- Demonstrate willingness to help other staff whenever needed.
- Comply with deadlines as outlined by ED and RSMD.
- Turn in commission report monthly.
- Work within approved budget.
- Operate within all policies and procedures.
- Know base rates and care costs and determine changes as necessary.
- Understand processes, reports and tools available in marketing manual.
- Meet or exceed standards for maintaining database in lead tracking program.
- Meet or exceed standards for inquiries, tours and deposits.
- Maintain census goals.

Job Specifications:

Skill

- **Must be at least 18 years old**
- **Must have required health screening, TB clearance, and criminal record clearance**
- Requires an A.A. degree or higher in marketing, business communications, or a related field (experience may be substituted for the degree requirement) with marketing experience with direct client contact and sales of service.
- Employee must maintain networking skills
- Computer proficiency of Microsoft Excel and Word
- Knowledge and understanding of the needs of senior citizens and the ability to relate positively and effectively
- Must be able to work well with others, have problem-solving skills
- Valid driver's license and transportation means for work related projects.

Effort

- Maintain mental alertness, attention, and concentration for necessary periods.
- Apply common sense understanding and carry out instructions (written, oral or diagrammatic).
- Adapt to situations requiring the precise attainment of set limits, tolerances, or standards.
- Regularly required to sit and talk or listen.
- Able to stand, stoop and bend frequently, lift up to 20 pounds and push up to 40 pounds. Also must have the ability to talk, hear, sit, use hands and fingers, handle/feel objects, tools or controls, and reach with hands and arms.
- Specific vision requirements for this job include close vision, depth perception, and the ability to adjust the focus of the eyes.
- Additionally, this position must be physically able to escort people through the Community, including those requiring a wheelchair.
- Possess adequate physical stamina to move freely about the Community and assist residents where needed, including in emergency situations.

The physical demands described must be met by every associate. Reasonable accommodations may be considered to enable individuals with disabilities to perform essential job functions.

Working Conditions

- Must be willing and able to work required and scheduled shifts, including evenings, weekends, overtime and holidays.
- The noise level in the work environment is usually moderate to noisy.

Print Associate Name

Associate Signature

Date

Supervisor

Date