

# CHELSEA SENIOR LIVING POLICY AND PROCEDURES

## JOB DESCRIPTION

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JOB TITLE: COMMUNITY RELATIONS DIRECTOR

SHIFT: VARIED TIME SCHEDULE

REPORTS TO: EXECUTIVE DIRECTOR

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### GENERAL MISSION OF EACH EMPLOYEE:

Work as a team member with other staff members to consistently maintain a kind, caring and respectful attitude toward residents, residents' families, guests and fellow staff. Be sensitive to the special needs of seniors and demonstrate a genuine caring attitude. Encourage residents' maximum independence, promote residents' freedom of choice and individuality and respect the privacy of all residents.

All shifts and job responsibilities may be subject to flexible schedules to accommodate the needs of the residence on an as-needed basis. This includes the rotational coverage of weekends, holidays and emergencies when the resident care needs dictate staff schedules and duties. Under unusual circumstances employees may be required to directly assist with the provision of care and service to the residents, including, but not limited to, transportation, activities and other non-skilled, non-technical services. All staff members must attend in-service educational sessions and other knowledge, skills and competency developmental opportunities as required.

All staff members are asked to speak only English in all resident and family areas unless interpreting for a resident or family. All staff members will knock first before entering a resident's apartment, unless in an emergency situation. All staff members will consistently apply Universal Precautions and follow all applicable safety standards in the residence.

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### SUMMARY:

Community Relations Director is responsible for the lease-up residence cultivation of referral sources, community outreach and education on assisted living concepts in general. Assists residents and their families through the admission process. Works to maintain a positive image of the residence.

### DUTIES AND RESPONSIBILITIES:

- Understands, embraces and works toward the successful achievement of the Chelsea mission.
- Respects residents' confidentiality at all times.
- Responds to all inquiries regarding potential residency at The Chelsea. Deals with potential residents, residents' families and responsible parties in a sensitive, courteous and competent manner.
- Conducts extensive telemarketing follow-up to prospects, guiding them through the sales "pipeline" including, but not limited to, appointment setting and overcoming prospect objections from initial contact through admission.
- Develops and nurtures a base of referral sources, making regular visits and phone contacts.
- Effectively and efficiently maintains resident register, lead management computer database, keeping mailing lists, files and records updated.

- Is responsible for conducting tours. In a sensitive and courteous manner, assists families in understanding assisted living concept and the required finances for residency.
- Obtains all necessary documentation and signatures required for qualification of prospective resident and completes all necessary forms.
- Coordinates admissions and discharges from the residence using appropriate forms and policies.
- Notifies internal staff of forthcoming admissions.
- Previews individual suite prior to admission to ensure that the suite has been cleaned and everything is in good working order, and that the Welcome gift has been delivered.
- Greets resident and resident's family or sponsoring party upon admission to the residence and escorts them to the appropriate suite. Arranges for a welcoming lunch or dinner in the dining room for the resident, the family and/or sponsoring party.
- Visits new residents to assure transition is proceeding smoothly. Alerts appropriate staff if an intervention is required.
- Visits current residents in hospitals, sub-acute rehabilitation and also develops relationships with referral sources.
- Participates in networking, special events, group presentations and referral development programs.
- Assists in developing of monthly marketing plan using master marketing plan as a guide. Strives to meet predetermined monthly goals.
- Completes all required daily and weekly reports in a timely manner, presents a report of activities at all marketing meetings.
- Maintains up-to-date files of all activities, as well as advertisements and pertinent articles that appear in the media.
- Maintains an up-to-date awareness of all competitors' marketing efforts and census.
- Maintains an awareness of media coverage and brings pertinent press articles or broadcasts to the attention of management. Identifies opportunities for positive media exposure.
- Participates in the planning and coordination of special events, community workshops, CEU programs and promotions as needed.
- Under the direction of the Vice President, Marketing coordinates residence publicity.
- Assists in the coordination of all marketing mailings.
- Assists the Vice President, Marketing as a liaison and information resource to the community.
- Attends local business association meetings and becomes an active participant in those groups.
- Attends in-service educational sessions and other educational knowledge, skill and competency development opportunities as required.
- Participates in the ongoing process of Quality Improvement to evaluate and improve upon the service and standards of The Chelsea Senior Living.
- Maintains model apartment upkeep.
- Maintains confidentiality of all residents at all times.
- Other duties as assigned.

## **QUALIFICATIONS:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities.

- **Education/Experience:** Two to four years related experience or training, experience in sales to senior market. Computer literacy: proficiency in word processing and database programs. Understands marketing theory. Strong oral and written communication skills.
- **Language Skills:** Ability to read, analyze and interpret common scientific and technical journals, financial reports and legal documents. Ability to respond to common inquiries and complaints from

residents, residents' families, regulatory agencies or members of the community. Ability to effectively present information to upper level management, public groups and boards of directors.

- Reasoning Ability: Ability to define problems, collect data, establish facts and draw valid conclusions. Ability to interpret an extensive variety of technical instructions and deal with several abstract and concrete variables.
- Other Skills and Abilities: Must interact with ill and disabled residents and with those affected by Alzheimer's disease or related memory impairments, residents' families, other employees, regulatory agencies and the public. Must be able to cope with the mental and emotional stress of the position.
- Certificates, Licenses, Registrations: Current valid driver's license.
- Physical Demands: Must be in good physical condition and able to move freely throughout the residence. While performing the duties of this position, the employee is regularly required to effectively communicate with the residents, residents' families, other employees, regulatory agencies and the public. The employee must occasionally be able to push, lift or move up to 50 pounds. Good observation skills are necessary for this position.

**WORK ENVIRONMENT:**

The noise level in the work environment is usually moderate. The employee may occasionally be exposed to infectious diseases. There may be regular contact with hostile, combative and/or confused resident. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Employee's Signature: \_\_\_\_\_

Date: \_\_\_\_\_