

JOB DESCRIPTION

JOB TITLE: Marketing Assistant

SHIFT: Varied Time Schedule

REPORTS TO: Director of Community Relations

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.

SUMMARY:

The Marketing Assistant shares responsibility, along with the Director of Community Relations, for the lease-up of The Chelsea. Other responsibilities include cultivation of referral sources, community outreach and education on assisted living concepts in general and specifically of The Chelsea. Assists residents and their families through the admission process. Works to maintain a positive image of the residence.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Include the following; other duties may be assigned:

- Understands, embraces and works toward the successful achievement of the mission of The Chelsea.
- 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 Chelsea sales “pipeline” including, but not limited to, appointment setting and overcoming prospect objections.
- Assists in effectively and efficiently maintaining REPS lead management computer database, keeping mailing lists, files and records updated.
- Assists in conducting tours. In a sensitive and courteous manner, assists families in understanding The Chelsea assisting living concept and the required finances for residency.
- Assists in obtaining all necessary documentation and signatures required for qualification of prospective resident and completes all necessary forms.
- Assists in coordinating admissions and discharges from the residence using appropriate forms and policies.
- Assists in notifying internal staff of forthcoming admissions.
- Assists in previewing 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 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, family and/or sponsoring party.
- Visits new residents to assure transition is proceeding smoothly. Alerts appropriate staff if an intervention is required.
- Assists in developing of monthly marketing plan using master marketing plan as a guide. Strives to meet predetermined monthly goals.
- Participates in the planning and coordination of special events, community workshops, and promotions, as needed.
- Assists in the coordination of all marketing mailings.
- Assists the Director of Community Relations as a liaison and information resource to the community.
- 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.

SUPERVISORY QUALIFICATIONS:

QUALIFICATIONS:

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

- 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. Completion of annual in-service requirements.
- Language Skills: Ability to read, write, understand and communicate effectively in English. Ability to interpret common scientific and technical journals, financial reports, and legal documents. Ability to respond to inquiries or complaints from residents, residents’ families, regulatory agencies or members of the community. Ability to effectively present information to upper level management, public groups and/or boards of directors. agencies.
- Reasoning Ability: Ability to define problems, collect data, establish facts and draw valid conclusions. Ability to interpret a 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 New Jersey Driver’s license.
- Physical Demands: Must be in good physical condition and able to move freely throughout the residence. While performing the duties of his 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 work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee may occasionally be exposed to infectious diseases. The noise level in the work environment is usually moderate. There may be regular contact with hostile, combative and/or confused residents.

Employee’s Signature

Date

Director of Community Relations Signature

Date