

## **Director of Sales and Marketing**

Located in Chicago, Park Plaza is the premier, independent-living community for Jewish seniors. Our nonprofit mission is to provide senior residents with the modern, elegant accommodations, independence, community, and safety they deserve.

The Director of Sales and Marketing is responsible for planning, developing and coordinating all aspects of marketing for our independent living community including generating leads, direct sales, advertising, and public relations. The Director of Sales and Marketing is responsible for increasing occupancy, through both inside and outside sales and by developing positive and lasting relationships within the local community. In this role you will have the opportunity to learn new things, challenge yourself and be rewarded for your results.

### **We are looking for:**

- A minimum of two (2) years of experience in developing and coordinating marketing and sales activities in a senior living setting or equivalent.
- Knowledge of the Chicago Jewish community, is a plus.
- A dynamic self-starter to oversee all aspects of the sales and marketing department including planning, strategy development and goal setting.
- An enthusiastic, flexible, energetic people person, capable of managing diverse personalities and projecting care and professionalism in all work-related situation
- Computer literacy. Microsoft Office experience is preferred

### **Essential Job Duties:**

- Manages all information relating to the prospective resident/inquiry: communication with administration, communication with direct supervision and accurate documentation of all contacts.
- Works with the prospective resident, family members, and key influencers (physician, attorney, trust officer, as appropriate) to facilitate a timely and beneficial commitment to the community. This includes frequent personal contact with the prospective resident including but not limited to telephone calls, home or office visits, events, seminars, and tours as appropriate.
- Meets all sales and move-in objectives as outlined in the marketing plan.
- Staffs the office during business hours, which may include evenings and weekends.
- Interacts with all related disciplines, assuring that apartments are properly prepared for move-in and keeping all pertinent parties apprised of move-in dates and possible adjustments.
- Completes the entire sales process including financial and medical qualifications, completions of all necessary paperwork, guiding through the move-in process and appropriate post move-in follow-up.
- Keeps updated about relevant, operational, competitive, and company information, in order to respond effectively to inquiries from contacts and convey community message.
- Plans and arranges for open houses and events, publicity brochures, social media advertising, and displays, soliciting the cooperation of community staff and residents in these efforts.

### **Compensation and Benefits:**

- Salary range of \$45,000-\$60,000
- Medical, dental and retirement plan available
- Paid vacation and sick days
- All Jewish holidays off