



JOB DESCRIPTION DIRECTOR OF SALES & MARKETING

Occupational Exposure Risk: Category III

Payroll Classification: Exempt

Position Overview

The **Director of Sales & Marketing** position is a key partner to the CEO and is responsible for managing and creating strategic initiatives to maximize admissions and build, grow and maintain an acceptable facility census level. Provides executive oversight to the marketing and public relations objectives. The Director is responsible for the overall successful execution of sales, defined as meeting or exceeding budgeted goals.

Essential Functions include, but are not limited to:

- Lead and coach the sales team to achieve census goals for each level of care.
- Manage any third-party sales, marketing, and public relations agreements.
- Work with public relations team (internal and external) to develop ongoing campus awareness campaigns.
- Develop current and new referral relationships in the community.
- Conduct small group presentations to key referral and prospect groups in the community.
- Maintain full responsibility for the Sales and Marketing budget and Campus Census and report key sales metrics to senior management and board of directors.
- Ensure the team fully utilizes the CRM to maintain accurate records of all sales and prospecting activities and analyze the data for strategic decision making.
- Develop, implement, and evaluate sales/marketing plan to meet all sales and occupancy goals.
- Provide ongoing sales training to team in order to achieve quality mix and occupancy.
- Oversee external and internal media and marketing planning implementation.
- Create and implement monthly direct mail pieces to prospects and professional referral sources.
- Serve as a leadership resource regarding public relations activities with area media.
- Assist in the development and placement of media advertisements and creative.
- Partner with philanthropy team to drive campus development efforts.
- Complete performance appraisals and coaching to sales and marketing staff.

Secondary Responsibilities:

Every incidental duty connected with the **Director of Sales & Marketing** position cannot be specified in the job description. The colleague, at the discretion of the President/CEO may be required to perform duties that are not included in this job description.

Physical Requirements:

While performing the duties of this job, the colleague is required to sit for long periods of time. Manual dexterity and visual acuity necessary to type using a computer keyboard, visually read information off a computer monitor and paper documents. Requires ability to orally communicate information over the telephone in person and hear responses. Requires ability to lift/carry up to 25 pounds.

Educational/Professional Qualifications:

- Bachelor's degree in Marketing, Business, Communications or related field.
- Minimum of 3-5 years' experience in sales and marketing and/or a related healthcare field.



Knowledge, Skills and Abilities Required

- Proven sales experience is a must.
- Ability to be creative and flexible in executing multi-faceted problem solving.
- Demonstrated leadership experience in a senior marketing and sales position, preferably in a continuing care community.
- Strong analytical and financial skills.
- Strong project management skills.
- Able to demonstrate advanced working knowledge of personal computers, Internet browsing, Microsoft Office Suite (Word, Excel, PowerPoint) and routine tasks such as mail merge, sorting spreadsheets, presentations.
- Able to work in a team environment, a willingness to be flexible.
- Strong attention to detail.
- Compassion for and desire to work with the elderly.

Responsible to: President/CEO, Aviva

“I have read, understand and accept the job duties and essential functions as stated above, and also understand that the employer has the right to revise this job description at any time. By my signature, I also attest that I can perform all duties, physical requirements and responsibilities without any accommodations. Furthermore, I recognize that this signed job description is neither a contract nor a promise of employment, rather an acknowledgement that I understand what the position entails. I understand that my employment is at-will, and thereby understand that my employment may be terminated at-will either by the facility or myself, and that such termination can be made with or without notice.”

Employee Name: _____

Employee Signature: _____ **Date:** _____

Supervisor Signature: _____ **Date:** _____