**Job Description**

**Job Title:**  Sales and Marketing Coordinator

**Department:** Sales and Marketing Department

**Reports To:**  Director of Sales

**Location:** Ingleside at Rock Creek

**Job Requirements**

Associates degree in a Marketing or related field, one (1) to three (3) years long term care sales and marketing experience required; or equivalent combination of education and experience. Incumbent should be able to apply common sense understanding to carry out instructions furnished in written and oral form, possess high-quality verbal and written communication ability, strong customer service skills, and be available for travel or weekend work. Must be proficient in the operation of computer applications such as Microsoft, Excel, MatrixCare and Enquire software system.

**Job Summary**

This position is primarily responsible for assisting the Sales and Marketing Department in the marketing and sales of residences to prospects and move-ins of depositors in coordination with the Facilities department. Additional duties include event support, clerical and receptionist work for the Sales department.

**Key Responsibilities**

**Sales and Marketing Functions**

**1. Works in conjunction with the Director of Sales to promote and sell resident apartments in order to maintain and exceed set occupancy and reservation goals for the community.**

* Distributes leads equitably per established protocols, and monitors for adjustments, as needed.
* Coordinates post sales activity and move-in activity with Sales Counselors, Move Ins & Transitions Manager, and other departments, as necessary.
* Monitors community website and Facebook page to ensure information is current and events are listed. Track and label incoming leads in community website.
* Supports sales effort as needed by greeting walk-ins and conducting “basic” facility tours.
* Provides accurate sales, marketing, and occupancy reports as needed and in a timely fashion.
* Supports the marketing and public relations efforts by communicating potential public relations stories about the community and residents.
* Manages closing paperwork.
* Manage onsite, offsite and virtual marketing/sales events – setting up date & time, coordinating resident participants, submits catering order, coordinates room set-up.
* Works beyond normal working hours, weekends and holidays and on other shifts as necessary.
* Performs other duties as assigned.

**Clerical Functions**

**2. Performs clerical functions for the Sales department as well as other general office duties as assigned.**

* Answers phones, directs calls to Sales Counselors. Performs word processing and clerical duties as requested in a timely and accurate manner; proofs all work before forwarding to resident or staff, ensuring 100% accuracy.
* Updates record of all sales calls and outreach in computer based software program. Follows up on sales calls as requested.
* Prepares promotional materials, including newsletters, brochures, and related items to promote throughout the local community.
* Organizes and maintains Sales office and drive per established protocol.
* Monitors and maintains reporting on current residence inventory and reports date to Director of Sales. Creates occupancy reports and updates them.
* Maintains depositor files in proper order until they are turned over to Billing.
* Creates and maintains supply of application/admission, and closing packages according to established protocols.
* Maintains information up to date in different data bases, such as Enquire and MatrixCare, ensuring the integrity of the database
* Provides dashboard reports on a weekly and monthly basis.
* Process invoices and deposit refunds. Maintain checkbook.
* Monitors maintenance and housekeeping needs for campus model and reports conditions to Director of Sales.

**Performance and Professionalism**

**3. Maintains professional presence when representing Ingleside; exhibits degree of professionalism consistent with standards in performance, behavior, and appearance.**

* Maintains resident confidentiality and privacy at all times according to policies and procedures; uses discretion when discussing confidential matters.
* Demonstrates courteous and cooperative behavior with residents, families, co-workers, supervisors, and other department staff.
* Maintains positive working relationships with management and coworkers; willingly follows directions and requests as appropriate.
* Exhibits professional standards through appearance and demeanor.
* Demonstrates a thorough knowledge of work assignments, meets deadlines and produces high quality work.
* Demonstrates knowledge and understanding of policies and procedures.
* Uses tactful, diplomatic communication techniques in all relations with others.

**Professional Development**

**4. Demonstrates professional development/skills competency in all activities.**

* Participates in employee education and training sessions, projects, or committees as assigned.
* Demonstrates flexibility, open mindedness, and versatility in adjusting to changing environments and requirements as necessary.
* Commits to continually improving his/her skills through participations in education opportunities.
* Maintains a current knowledge of federal, state and other regulations applicable to job.

**Safety & Security**

5. Complies with Ingleside’s established safety rules and practices.

* Complies with applicable safety policies and procedures as prescribed by the organization, as well as government regulations.
* Reports any potential safety hazard(s) immediately to supervisor or other appropriate personnel.
* Reports any injury of resident, visitor, or employee immediately to supervisor or other appropriate personnel.
* Provides assistance to resident, visitor, or employee in an emergency situation; following the proper emergency procedures.

**EEO Statement**

As an employer committed to Equal Employment Opportunity, Ingleside recruits, hires, and promotes qualified persons in all job classifications without regard to age, race, color, religion, sex, sexual orientation, gender, gender identity, gender expression, national origin, ethnic origin, disability, genetic information, covered veteran status, or any other basis protected by law.

**Direct Care**

**FLSA Designation:** Salary/Exempt

**Essential Position:** Yes

Received and Acknowledged by:

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Printed Name

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Signature Date