



PEMBERLY — P L A C E —

Title: Director of Sales and Marketing

Job Type: Full Time

Pemberly Place is an extraordinary senior living community located in the heart of Southeast Lincoln. With a variety of senior living options, including Independent, Assisted, and Memory Care, there is a home for all seniors at Pemberly Place. We are dedicated to providing top-notch care to our residents and tenants, as well as serving the Lincoln community, with such amenities, as our exclusive on-site medical clinic.

As the Director of Sales and Marketing, we are looking for a self-starter who shares a passion for the care of our seniors, along with a competitive drive for business development. Through compassion and understanding this individual will assist families in creating an unparalleled experience during their transition to senior living, as well as actively grow and maintain the occupancy level to produce necessary revenues for the overall success of the community.

This individual will be the face of Pemberly Place through strong community involvement, creating strong relationships, educating referral sources, and identifying our customers' current and future needs.

VALUES-BASED BEHAVIORS

- Honesty
- Compassion
- Integrity
- Trust
- Dedication

ESSENTIAL JOB FUNCTIONS

1. Develop and implement short and long-term marketing goals and campaigns that are consistently aligned with the community's strategic plan and occupancy goals.
2. Oversee and evaluate market research and adjust sales and marketing strategy to meet changing market and competitive conditions.
3. Grow and sustain on-going new strategic business partnerships and relationships with potential referral sources such as physicians, trust officers, and attorneys that assist individuals with estate planning and other elder care related needs.
4. Build and maintain relationships with community-based referral sources and customers by organizing and developing specific customer-relations programs.

5. Represent the community through regular attendance at industry trade shows, seminars, meetings, Chamber of Commerce, and LIBA events, etc.; as well as coordinate and lead community education events.
6. Manage full-cycle inquiry process; including documentation of all information relating to the prospective resident/tenant inquiry; family and resident/tenant wishes and provide timely and thorough follow-up.
7. Responsible for external relations of Pemberly Place, including development and distribution of timely press releases; and serve as the community voice for follow-up on any potentially negative press or concerns.
8. Meet and exceed required amount of sales activities including cold calls, e-mails and active prospecting.
9. Schedule and conduct community tours, close sales, and generate move-in to community, including coordination with all departments and completing resident paperwork.
10. Prepare and maintain accurate and timely prospect records, along with sales and marketing activity reports.
11. Must be able to adapt schedule to accommodate prospective resident/tenant tours and meeting needs, this may include weekend, evening and occasional holiday hours.
12. Purchases and inventories promotional supplies, print materials, and equipment.

Financial Results

1. Must meet and exceed community census goals as directed by the annual budget.
2. Responsible to maintain community at 98% occupied once full occupancy is achieved.

Education Standards

1. Contributes to team efforts by providing sales and marketing education during general onboarding of new team members and as needed.
2. Implements and monitors protocol and procedures to provide designated team members the knowledge to answer after-hours inquiries and conduct community tours.

NONESSENTIAL FUNCTIONS

1. Comprehend and communicate in the English language, both orally and in writing.
2. Proficient knowledge and practical applications of Microsoft Word, Excel, and Google Drive
3. Define and solve problems.
4. Represent Pemberly Place with a professional manner at all times.
5. Understand and commit to the Mission and Values of Pemberly Place.
6. Maintain knowledge of FHA, ADA, HIPPA, and other regulations that impact our profession.
7. May perform other duties as assigned.

QUALIFICATIONS

Education: A bachelor's degree- preferably in sales and marketing, or related field.

Experience: Minimum five-years successful experience in sales, marketing, and business development.

Pemberly Place is an Equal Opportunity Employer Minorities/Women/Veterans/Disabled