



Community Relations Coordinator

FLSA: Exempt
Supervises: N/A

Reports to: Community Manager
Created/Revised: March 2018

Core Values:

<u>Philosophy</u>	<u>Integrity</u>	<u>Innovation</u>	<u>Compassion</u>	<u>Commitment</u>	<u>Expertise</u>
Always act with compassion and integrity – Red Carpet Treatment	Open and honest, can be trusted and accountable	Generate new ideas, think out of the box, embrace new initiatives	Passion for what you do, caring and respectful	Loyal, dedicated, committed to setting and achieving goals	Experienced, knowledgeable about our industry and competition

Job Summary:

The Community Relations Coordinator delivers Red Carpet Treatment through the marketing and leasing of Community apartments. The Community Relations Coordinator will work closely with the Manager as a strong team player to make sure the Community is operating at 100% occupancy. This position requires being on call weekends and/or evenings to accommodate prospects and family visits, internal and external marketing events as requested.

Essential Functions:

The following essential functions are normal for this position. This list is not to be construed as exclusive or all inclusive. Other duties may be required and assigned.

- Achieve and maintain 100% occupancy, with a waiting list by marketing and showing apartments, and maintaining referral sources.
- Develop a 3-month marketing plan and achieve assumptions stated in the business plan.
- Manage inquiry data base documenting daily/weekly activity.
- Manage community website with monthly changes, move-in promotions and event photos.
- Complete weekly marketing report and submit to supervisors every Thursday by 10 AM.
- Prepare marketing materials for community tours and marketing events.
- Prepare tour gifts to be available 24/7.
- Conduct a minimum of 15-20 referral visits weekly to maintain a steady flow of inquiries.
- Assist in developing a marketing budget and operate within these means.
- Coordinate with Manager and Health Care Coordinator to schedule assessments and move-ins.
- Potential to meet prospects on evenings and weekends to accommodate family schedules.
- Provide education and presentations to the public both internally and externally.
- Coordinate and develop approved, diverse advertising.
- Must obtain and maintain a chauffeur’s license within 30 days of hire.
- Comply with all regulations as they apply to Assisted Living certification.
- Prompt and courteous response in answering incoming telephone calls.
- Other duties assigned by the Manager.
- Participation in local organizations to make the Community a value to the greater community and strengthen referral relationships.
- Uphold confidentiality and Health Insurance and Portability and Accountability Act (HIPAA).
- Participate in the twice monthly all-community marketing calls, mandatory meetings and coordinator meetings. Additional marketing conference calls may be added to overcome objections and improve occupancy.
- Be a part of the safety team and other internal committees, as requested.
- Assist in orientation of new residents to improve continuity of care and overall adjustment to Community life.
- Write a monthly article for the Community newsletter, as requested.
- Comply with all the Community policies.
- Travel as required for to attend employee-development training and meetings.

- Complete quarterly competitive analysis audits keep informed of the competition.
- Other duties as assigned.

Desired Skills and Experience:

- Outstanding interpersonal and communication skills
- Proven organizational skills
- Public relations experience
- Listening and problem-solving skills
- Positive public image
- Decision making and goal setting abilities
- Commitment to the elderly and their well-being
- Problem-solving skills
- Ability to be an autonomous team member
- Computer literate (Word, Excel, Power Point, Outlook)
- May be on the computer for extended periods
- Ability to close a sale
- Experience working with marketing plans, budgets, and advertisement purchasing a plus

Required Education and Experience:

- A degree in business, marketing, public relations, communications or related area preferred
- 2-4 years of experience in marketing, public relations and/or sales desired
- Passion for working with the elderly required

Qualifications:

The physical demands described below are representative of those that must be met by an individual to successfully perform 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 Team Member is regularly required to use hands to finger, handle or feel and talk or hear. The Team Member is frequently required to stand; walk; sit and reach with hands and arms. The Team Member is occasionally required to stoop, kneel, crouch or crawl and taste or smell. The Team Member must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision and distance vision.

Language Ability:

- Must possess excellent written and verbal communication skills utilizing the English language.
- Ability to read and interpret documents such as safety rules, operating/maintenance instructions, and procedure manuals
- Ability to write routine reports and correspondence via print and email.
- Ability to effectively present information and respond to questions from managers, clients, customers, and the public.

Mathematical Skills:

- Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions and decimals.
- Ability to compute rate, ratio, and percent and to draw and interpret graphs.

Cognitive Demands:

- Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form.
- Ability to deal with problems involving several concrete variables in standardized situations.

Computer Skills:

- Ability to use Microsoft Office Programs.
- Ability to use the Internet and online-based databases.
- Ability to use Apple iPad.

Environmental Adaptability:

- Works primarily indoor in a climate-controlled setting

- Possible exposure to outdoor weather conditions
- Possible exposure to chemicals as identified in the MSDS Manual
- Continuous exposure to clients and/or family members who may be under stress

CANCELLATION OF PREVIOUS AGREEMENTS

The employee and the Community/Senior Housing agree that this job description supersedes and cancels all previous position descriptions, schedules, and arrangements as of its effective date.

This job description reflects management’s assignment of essential functions; it does not prescribe or restrict the tasks that may be assigned. This job description also does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

NOTHING CONTAINED IN THIS JOB DESCRIPTION CREATES AN EMPLOYMENT CONTRACT OR IN ANY WAY ALTERS THE EMPLOYEE’S STATUS AS AN EMPLOYEE AT-WILL.

Acknowledgement:

Team Member’s Signature

Date

Direct Supervisor’s Signature

Date