



The Phyllis Siperstein Tamarisk Assisted Living Residence: Marketing and Sales Manager

Position Type: Full-time position

Basic function: Oversees all marketing and sales activities for Tamarisk Assisted Living. Services as the primary sales coordinator for occupancy at Tamarisk.

Primary job responsibilities include:

Marketing:

- Develops, implements, and monitors a marketing and community outreach strategy for Tamarisk that promotes and enhances its brand reputation.
- Prepares and executes marketing plan for Tamarisk which includes overseeing the coordination of marketing materials, social media strategy and implementation, and media buying.
- Meets marketing and sales/service financial objectives by forecasting requirements and preparing annual budgets.
- Determines annual sales/service goals.
- Accomplishes marketing, sales, and service objectives by planning, developing, implementing, and evaluating advertisements.
- Identifies marketing opportunities by understanding consumer/resident requirements.
- Improves product marketability and profitability by researching, identifying, and capitalizing on market opportunities.
- Sustains rapport with key referral sources through periodic communication and meetings.
- Analyses trends, data, demographics, pricing strategies, and other information that can potentially improve marketing and sales performance.

Sales:

- Follows-up with current leads and develops new resources for obtaining leads.
- Conducts tours for prospective residents of Tamarisk and their families consistent with corporate standards of relationship selling.
- Represents Tamarisk at professional and community meetings and organizations; maintains communication with key healthcare professional audiences to enhance Tamarisk outreach in the community.
- Screens prospective Tamarisk residents for financial, medical, and emotional appropriateness within the community's established criteria for admission.
- Assures that Tamarisk leases and applications are passed on in a timely manner to the Director of Resident Care for proper assessment and approval, and Executive Director for lease signing.
- Coordinates move-in process to assure Tamarisk resident and family satisfaction.
- Meets occupancy, sales, and move-in goals at Tamarisk.
- Assures that move-ins occur within 30-days of lease signing.
- Assures that monthly fee increases on turnover units are managed to maximize revenues, while minimizing lost revenue days due to unoccupied units.
- Consistently meets budgetary guidelines for marketing plan financial allocation.
- Produces monthly budget variance reports.

- Maintains a current (6) month competitor comparative analysis including rates, apartment sizes, services, and amenities. Provides an analysis of strengths and weaknesses of company, community features, and benefits of competitors. Makes recommendations on pricing, positioning, and programming based upon competitive analysis.

Other

- Manages Concierge/Support services at Tamarisk.
- Maintains flexible work schedule for availability to work evenings and weekends if necessary.
- Demonstrates cultural competence to appeal to both religiously affiliated and secular clientele.

Statement of Authority: This position has authority over all marketing, communication, and sales position and materials.

Statement of Relation: The position reports to the Executive Director of Tamarisk

Qualifications:

- Bachelor's degree in marketing, business administration, or a related field
- Minimum of 5 years of experience in sales and marketing and 3 years' experience supervising
- Computer literacy skills with marketing software, social media platforms, and Microsoft Office
- Financial acumen with strong data, analytical skills
- Exceptional verbal and written communication skills

Company Overview: The Phyllis Siperstein Tamarisk Assisted Living Residence, a community of JCS, is a small, tightly knit community conveniently located in the heart of Warwick, minutes from the Warwick Mall. Licensed by the Rhode Island Department of Health for 81 total residents within our traditional assisted living and memory support program which we call, "Renaissance." One of our major goals is to employ with care, making sure all staff are treated with the same dignity and respect as our residents. EOE

Our Staff: Tamarisk Assisted Living Residence is an Equal Opportunity Employer that pledges to not discriminate against employees based on race, color, religion, sex, national origin, age, disability, or genetic information. All employees are entitled to our health benefits package and pension plan.

Our Culture: We welcome staff from diverse backgrounds, JCS is guided by Jewish culture and values (which resonate with many who do not identify as Jewish - compassion, service, respect, and inclusiveness are examples of the values we live by). We offer challenging and exciting work in a supportive team environment. This creates an empowering and positive atmosphere. If you are committed to the field, cultural diversity, and value collegial and collaborative work environments, then we encourage you to apply. EOE

Please send a cover letter and resume to: careers@jfsri.org