

POSITION: Admissions and Marketing Director
SUPERVISOR: Executive Director
LOCATION: Rogerson House - Jamaica Plain, MA
FLSA STATUS: Full Time, Exempt

ABOUT ROGERSON HOUSE:

Rogerson House provides high quality professional care for cognitively impaired Assisted Living residents, Day Program participants, and families. The physical design, staff training, and programs of Rogerson House focus on maximizing functional and cognitive abilities and promote a positive emotional environment. What began as the Boston Home for Aged Men over 150 years ago has transformed over the last 20 years into Boston's premier Assisted Living facility that supports individuals and their loved ones living with memory loss.

SUMMARY OF RESPONSIBILITIES:

The Community Relations/Sales Director provides sales counseling services to achieve and exceed the move-in goals, continuously maximizing occupancy.

GENERAL QUALIFICATIONS:

- Experienced sales professional, where relationship-building skills (listening, understanding, helping to identify appropriate solutions and closing) have been proven.
- Proven sales track record Experienced in Alzheimer's care, senior housing or health services, to assure understanding of assisted living services, and overall continuum-of- care services for seniors
- Bachelor's degree in sales, marketing or related field preferred.

SPECIFIC RESPONSIBILITIES:

Finding/Prospecting Leads:

- Plan and achieve individual weekly goals for lead contacts, presentation appointments and closings (deposits).
- Achieve move-ins goals while meeting, or exceeding Rogerson Communities' standards and goals for high occupancy.
- Generate referrals from current and potential residents and families.
- Maintain regular contact with existing prospects and validate their commitment until move-in achieved.

Marketing/ Presentations:

- Schedule and conduct presentations of Rogerson House services for prospective residents and families.
- Partner with the Executive Director to assure that fellow employees are customer focused, sensitive to prospective residents. Assure that all directors and managers are trained with adequate skills and information to provide to visitors in the absence of the Director of Marketing. (e.g. – receptionist, manager-on-duty).
- Present the Rogerson House's services to professional referral sources and area visitors.
- Maintain daily contact activity lists in the computer lead-tracking program, and record all relevant information obtained from prospective residents and families in "discovery" conversations that day.
- Maintain current knowledge of Rogerson House's services and that of our competitors to accurately explain the Rogerson House's differences to our residents. Become an authority and resource to families on appropriate senior care options and services available (a) at Rogerson House, and (b) in the community at large.
- Assist in analyzing the market area to identify and monitor changes in competition, new construction, pricing, amenities and incentives being used.

Close Sales:

- Secure final commitments from prospective residents and/or their families.

- Complete Residency Agreements, with all information and proper signatures, and obtain appropriate deposits.
- Achieve and surpass goals set for calls, presentations, deposits, early move-ins and high occupancy.

Retention:

- Ensure continued commitment and smooth transitions for the residents from the initial meeting through to the move-in process. (a) Track and assure early move-in dates for all depositors. (b) Work to ensure that new residents are oriented to other managers and staff and, (c) Maintain on-going contact with residents and their family.

TO APPLY:

Interested applicants can send resume, cover letter and salary requirements by one of the following options:

E-mail: careers@rogerson.org (Please indicate job title in subject of e-mail)

Fax: 617-469-5861 c/o HR Department

Mail: HR Department- Rogerson Communities
1 Florence Street
Boston, MA 02131

Rogerson Communities provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics.

Rogerson Communities offers a comfortable working environment along with competitive benefits including health, dental, vision, retirement, paid time off and other benefits.