

Director of Marketing (Full-time)

Youville House

This position is highly visible in the community and critical to the success of the organization. The candidate must be self-directed and able to achieve and maintain optimal census goals within the community.

This is a salaried position, reporting to the CEO. This candidate will represent Youville values and mission when working with families, the community and our professional referral partners.

Responsibilities

- Manage prospect relationships and progress relationships through signed contracts for residency
- Maintain target occupancy for 95+ unit community
- Work as part of a team, coordinating and executing a variety of strategic outreach activities
- Networking, and other activities related to marketing and outreach

Must be able to:

- Effectively follow up inquiries, manage the qualifying and sales process, and work to identify appropriate strategies for families
- Build relationships and close sales effectively
- Manage a prospect and contact database
- Manage the administrative process related to prospects and admissions
- Collaborate as part of a team, supporting prospective residents through the steps necessary to complete the admissions process and experience a smooth transition

The successful candidate must possess:

- 3-5 years of service sales experience, preferably in a non-profit, assisted living or related field
- Excellent communication and writing skills
- Outstanding relationship building skills
- Empathy and compassion for aging adults and their families
- Passion for learning
- High level of computer competency using Microsoft Office, managing a database, and various web-based applications
- Commitment to providing excellent customer service
- Energy and passion for the work we do at Youville

The successful candidate will have experience working with seniors and their families.

For consideration please submit a cover letter and resume to
careers@youvilleassistedliving.org