

# Job Opportunity



We're on a quest to find a **Community Sales Lead** at **Traditions of Durham, a retirement community managed by Sienna Senior Living.**

As a valued member of the team, the **Community Sales Lead** will help us champion our collective commitment to deliver quality service and fulfill our mission to help residents live fully every day.

## **JOB SUMMARY:**

The **Community Sales Lead** is responsible to maintain or achieve full occupancy at all times. The Retirement Counsellor ensures the development, implementation and evaluation of a facility marketing plan; staff training on customer service and lease-up procedures; building tour readiness and provides coordination of promotional activities within the residence including community linkages.

## **KEY RESPONSIBILITIES** (but not limited to):

- Maintains or achieves budgeted and/or full occupancy at all times. Reports on variances to budgeted occupancy monthly.
- Retirement Counselors will take a relationship and prospect centered selling approach to all interactions with prospective residents.
- Retirement Counsellors will invest in deliberate and focused planning for prospect advances.
- Will hold primary responsibility for all sales functions including; lead management, documentation, reporting, touring/retouring and follow up.
- Develops annual marketing plan and is responsible for implementation, evaluation, and revisions based on changes in the marketplace and competitive intelligence.
- Works collaboratively with the Director of Wellness or designate to ensure appropriate new resident admission and follow up to all residents admitted to hospital to set process for their return to residence.
- Performs other duties as assigned.

## **KEY QUALIFICATIONS** (but not limited to):

- Must have 5 years marketing / sales experience including tours and lease up, preferably in seniors housing or hospitality.
- A post-secondary degree or diploma in marketing or public relations or equivalent is an asset.
- Must have excellent customer service skills and knowledge and be able to teach others.
- Must be able to flexible to accommodate tours and events on weekends and evenings.
- Must present a professional image to the public at all times and be able to represent/promote the residence at outside business meetings, community events, etc.

**Term: Permanent**

**Status: Full-Time**

**Posting Open Date: August 26, 2015**

**Posting Close Date: September 16, 2015**

**Interested applicants are encouraged to apply directly to:**

Lisa Pearson

General Manager

1255 Bloor Street East

Oshawa, ON L1H 0B3

Email: [lisa.pearson@siennialiving.ca](mailto:lisa.pearson@siennialiving.ca)

In accordance with the Accessibility for Ontarians with Disabilities Act 2005, upon request, support will be provided for accommodations throughout the recruitment process