



## *Job Posting – Assistant Sales Manager (Assistant Accommodations Manager) – Retirement Residence*

### **Organization Background**

The Dunfield Retirement Residence is an independent seniors living community located at the heart of Yonge and Eglinton, offering services that exceed traditional retirement settings. Our residents live in the privacy of their own rental suites with the amenities and facilities of a full service hotel at their fingertips. Amenities include healthy gourmet dining morning to evening, a full service spa and health club with daily scheduled fitness classes, as well as daily organized excursions and activities. The Dunfield provides retirees the finest accommodation and lifestyle offerings Toronto has to offer.

We are currently looking for a Full Time Assistant Sales Manager (Assistant Accommodations Manager)

### **Job Summary:**

Reporting to the accommodations manager, the incumbent is responsible for developing and implementing marketing activities that meet and exceed revenue targets while promptly and professionally addressing the needs of prospective and existing residents. The specialist will be fully conversant with use of the leads management software and responsible for initiating and implementing The Dunfield online presence on different social media.

### **Key Performance Measures:**

1. Occupancy Rate
2. Resident move in experience

### **Responsibilities:**

#### Operations

- Lease suites, develop, implement sales program to meet occupancy targets.
- Provide tour to prospective clients and follow up.
- Ensure that all promotional items meet company standards.
- Develop and monitor budgets and expenses.
- Assist residents and their family in ensuring a smooth transition to the residence.
- Work closely with other departments for move in and move out of residence.
- Complete home visits on occasion and be prepared to work variable hours to attend functions and meet with prospects as required.
- Complete required reports on time for General Manager and Owner



### Promotion & Advertising

- Identify appropriate advertising placements, community events, community media relations in conjunction with advertising company.
- Participate in community outreach programs.
- Provide input for standardized marketing print and digital materials.
- Research, plan, budget and coordinate on-site and off-site marketing events to attract prospects and build relationships that lead to new leases
- Work closely with the Community Engagement Manager to support web projects and other digital initiatives.
- Actively manage the social media sites to promote The Dunfield eg: Twitter, Facebook, Instagram.
- Maintain and build the brand image of The Dunfield through application and maintenance of brand standards
- Implement and maintain an up-to-date data base for prospective residents and pricing models.

### Competitive Data

- Maintain an awareness of industry trends and their impact on the residence.
- Develop and maintain an up-to-date knowledge of local competition. i.e. rates, services and amenities and provide input on occupancy projections, suite rental rates and increases.
- Monitor competition for promotions, advertising and social media content to remain abreast of new initiatives.

### **Skills/Qualifications:**

- Post-Secondary Degree or Diploma in Business, Marketing or a related field.
- 3 years of experience as a sales or marketing representative (or a related occupation such as high end real estate, senior mover) and / or have worked a luxury retirement residence / high end hotel.
- Knowledge in digital marketing required
- Excellent relationship building skills. Able to build and maintain lasting relationships with corporate departments, key business partners, and seniors.
- Demonstrated proficiency in internet marketing techniques, technologies, and solutions.
- Able to effectively communicate both verbally and in writing.

### **Physical Demands:**

- Light

### **Working Condition:**

- Some travel may be required
- Variable hours and weekends as per demand



**Salary:** This is a full-time permanent position. We provide competitive salary, profit sharing, and group health benefits.

**To Apply:**

Interested candidates are requested to email their resume and covering letter in confidence to [jpun@thedunfield.com](mailto:jpun@thedunfield.com). Subject line: Sales and Marketing Coordinator

Expected start date to be in March / April 2017. Therefore, please expect this to be a lengthy recruitment process.

The Dunfield Retirement Residence  
77 Dunfield Avenue, Toronto, ON  
M4S 2H3

Deadline: January 25, 2017 or until filled

*We thank all applicants for their interest. Only those selected for an interview will be contacted. The Dunfield provides accommodation as required through the selection process. Please notify us if accommodation is required.*