

Sierra Winds Retirement Community has been proudly serving the Peoria community for over 30 years, with specialized areas devoted to Independent Living, Rehab and Long Term Skilled Care . We live the values of grace, compassion, respect and dignity, and encourage our staff and residents to celebrate the ageless spirit every day! If you have a passion for serving others, especially the elderly, we invite you to learn more about our team!

We are proud to offer a competitive salary and benefits package, including medical, dental, vision, life insurance, disability, Paid Time Off and a 403B retirement savings account.

The Director of Marketing & Sales is responsible for leadership of the marketing staff; implementation of planned marketing activities, coordination of resident moves, and maintenance of community sales levels and occupancy goals. The Director of Marketing and Sales serves as a Residency Counselor, representing the community during the sales process for prospective residents, and providing such service that all information pertaining to the regulations, procedures and policies related to residing at the community are appropriately explained and coordinated with administration.

Sample of Duties:

- Responsible for the sales and move-in performance of self and staff. Manages the sales process through first inquiry to receipt of deposit to move-in in relation to the representation, negotiation and promotion of the community to that individual.
- Conducts and/or coordinates leads management, telemarketing, sales presentations, tours and home visit activities. Works with the prospective resident, family members and key influencers to facilitate a timely and beneficial commitment to the community.
- Develops the community marketing plan.
- Participates in the preparation and writing of department budget. Operates the department within budget guidelines. Reviews and approves all invoices related to the marketing budget.
- May be required to work additional hours as dictated by the workload and staffing. Must be willing to occasionally work varied hours, weekends, evenings, and holidays, to attend community programs and other such events as necessary.

Education/Qualifications/Experience :

- Must demonstrate excellent verbal and written communication skills in English and have the ability to communicate and present in person, in writing, and on the telephone.

- Must be an effective presenter with both large and small groups.<br>• A Bachelor's degree
- Two years sales experience or public relations experience necessary
- Five years of supervisory experience and/or capability
- Skill in use of computer software including Microsoft Office applications
- Must be able to generate a warm, friendly and caring manner on first impression
- Maintains working knowledge of regulations that impact the industry
- Experience developing / maintaining a department budget