

VRS COMMUNITIES SOCIETY

JOB DESCRIPTION

JOB TITLE: SALES MANAGER
DATE: APR 2021
DEPARTMENT: SALES
RESPONSIBLE TO: GENERAL MANAGER

JOB SUMMARY:

The Sales Manager reports directly to the General Manager of the site, with guidance from the Director of Operations SLP. The Sales Manager is responsible for the leasing of the rental suites to maintain optimal occupancy levels in the residence. The Sales Manager assists in maintaining a safe and secure environment for residents, visitors, families, and staff.

KEY DUTIES AND RESPONSIBILITIES:

1. Ensures a smooth transition to the residence by supporting the transfer of the relationship to the General Manager, as well as, other members of the management/leadership team.
2. Responds to resident or family member concerns and ensures appropriate action is taken within decision-making authority and/or brings to the attention of the General Manager.
3. Provides leadership direction and training of the sales process to the management/leadership team as well as promoting the culture of sales to the line staff.
4. Actively participates in the weekly management/leadership meeting to provide updates regarding sales trends, new prospects, marketing events, and other related information.
5. Forecasts, monitors, and reports expenditures from funds allocated to the marketing budget.
6. Conducts personal visits, provides information to the general public and community organizations, and follows up on leads in a timely manner.
7. Manages telephone inquiries and converts to personal visit bookings.
8. Tracks sales activity in CRM database and analyzes reports to identify sales trends specific to the community and residence.
9. Leases the rental units in the retirement residence.
10. Identifies sales trends specific to the community and residence.
11. Drives referrals and traffic. Creates, retains and grows a portfolio of strategic networking partnerships with the local healthcare community and within the community at large. Builds a qualified lead database.
12. Develops, promotes and implements marketing plans to ensure optimal occupancy is achieved in the residence.
13. Develops a marketing strategy and prepares advertising campaigns. Develops new vehicles for advertising.

14. Works with Maintenance Supervisor, Housekeeper and General Manager to ensure the Show suite and Respite suites are coordinated and maintained to a high standard.
15. Ensures the Critical Sales Path and overall condition of the community is maintained to the highest standards, and the site is ready for a tour at anytime.
16. Develops and fosters partnerships within the community.
17. Establishes and maintains relationships with community influences to promote and encourage referral-based traffic.
18. Encourages outside groups to use the residence for marketing purposes.
19. Researches and maintains competitive analysis.
20. Shares information and participates in marketing committees to develop and implement best practices throughout the organization.
21. Prepares Residency Agreements for General Manager review and signature. Maintains pertinent records (as required).
22. Prepares relevant management reports and records.
23. Maintains confidentiality of information relating to residents, family members, prospective residents, other staff members and Vancouver Resource Society.
24. Adheres to all VRS policies and procedures.

QUALIFICATIONS

- Must be skilled at problem-solving, including being able to identify issues and resolve them in a timely manner.
- Must possess strong interpersonal skills.
- Must be able to prioritize and plan work activities to use time efficiently.
- Must be organized, accurate, thorough, and able to monitor work for quality.
- Must be dependable, able to follow instructions, respond to management direction, and must be able to provide performance through management feedback.
- Must have the ability to establish and maintain good interpersonal relations by displaying tact, courtesy and patience with applicants, residents, families, staff, and all stakeholders.

EDUCATION/TRAINING

- University degree or diploma in Marketing or related field.
- Knowledge and proficiency of MS Office (i.e. PowerPoint, Excel, Outlook, and Teams)

EXPERIENCE

- At least 2 years of experience in the marketing and sales field.
- Previous experience working at a senior's home is considered an asset.

PERSONAL

- Must be able to speak English fluently and communicate effectively both verbally and in the composition of written materials.
- Must pass a Criminal Record Check.

WORKING CONDITIONS

The incumbent must be available for flexible hours due to the requirement to respond to optimal periods of sales traffic.