



<b>POSITION TITLE:</b>	Sales Transition Support- The Elite	<b>FLSA STATUS:</b>	Salary /Exempt
<b>SUPVR TITLE:</b>	VP of Sales	<b>UPDATED:</b>	May 2022

### Position Summary

This position will support the on-site Director of Sales throughout the community transition process (both acquisitions and dispositions) with project management and communication. Along with the other members of the Transitional Team, this role will provide on-site support for the initial thirty (30) to forty-five (45) days to implement processes, foster interdepartmental cooperation and organization to meet Lloyd Jones standards of operational excellence.

<b>Essential Responsibility</b>	<b>Time Interval</b>
Review all processes and procedures with the Director of Sales to track training and knowledge transfer.	Daily
Train the Director of Sales on new operational systems.	Daily
Upload any pertinent information timely and accurately in the project management system, Monday.com for corporate regional communication.	Daily
Report and communicate any areas of concern to the VP of Sales for direction.	Daily
Aid in the proper handling of transitional items or pendings.	Daily
Maintain a positive working relationship with all residents, resident family members, and associates.	Daily
Maintain a high degree of resident, family and guest satisfaction and retention through consistent delivery of high-quality services.	Daily
Effectively and appropriately communicate with each co-worker and community leader.	Daily
Maintain a positive image with the community.	Daily
Market Lloyd Jones Senior Living to prospective residents (and their representatives) by phone, personal written communications, and in-home visits and presentations. Facilitate on-site marketing seminars. Provide tours and respond to inquiries and walk-ins.	Daily
Meet and set sales goals (e.g., calls per day, off-site visits per week, on-site presentations per month, average gross sales to presentations ratios). Convert a high percentage of reservation holders to depositors within a given time frame of obtaining reservation.	Daily/ Weekly
Partner with outside agencies to promote the Community through public awareness, advertising opportunities, and community outreach programs. Conduct outside sales activities which will include developing, coordinating, and delivering marketing presentations to agencies, organizations/groups, churches, etc.	Daily

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Manage leads and sales through the prospect tracking system.	Daily
Submit all completed admissions paperwork to the VP of Sales for review prior to resident admission. Participate in the admissions process.	Daily
Partner with department head leaders and Elite Team to ensure proper implementation of brand identity “First Impressions” and standards are properly implemented (Care Services, Dining, Life Enrichment, etc.)	Daily/ Weekly
Participate in outside groups (such as civic organizations, boards, and business organizations) to promote Lloyd Jones Senior Living within the greater community.	Daily/ Weekly
Implement proactive referral networking.	Weekly
Track leads per marketing dollar spent to share with the VP of Sales and adjust the strategy when needed.	Weekly
Manage budget and oversee vendor estimate and invoicing for all print production, collateral, digital campaigns, or ad production.	Weekly
Create and provide to the executive director weekly marketing plans, and occupancy reports.	Weekly

**Minimum Job Qualifications**

<b>Level of Education</b>
Any combination of education and experience equivalent to graduation from an accredited college or university, with major work in marketing, business administration, or related field.
<b>Technical or Professional License(s)/Certification(s)</b>
Valid driver’s license (and liability insurance) to use personal vehicle for Marketing travel
<b>Level of Experience</b>
At least five (5) years of related work experience within a senior living/ assisted living required.
<b>Travel Requirements and Scheduling</b>
Travel will be 80% (all will be domestic). Required lodging is expected in new acquisitions for the initial 30 to 45-day window. A minimum of two (2) weeks will be provided off before the next transition assignment.
<b>General Knowledge/Skills/Abilities</b>
Ability to read and write, follow written and oral instructions, and communicate effectively in English. Ability to work with the elderly in a courteous and friendly manner, demonstrating patience and compassion. Ability to always perform duties with consideration for residents’ rights and demonstrate integrity and discretion in the care of residents and in handling their health information. Excellent written/verbal communication, interpersonal, and public speaking skills. Strong organizational and time-management skills. Polished, professional.
<b>Technical Skills</b>
Strong sales/marketing skills and computer skills (including MS Word, Excel, PowerPoint, Publisher)

**Inside-Outside Work Contacts**

Primary contacts are with co-workers, supervisor, and residents.
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**Supervision**

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The position falls under the direct supervision of the Director of Sales and Marketing. The position is not required to supervise or direct other employees.

**Physical/Environmental Demands**

<b>Physical/Sensory</b>
Daily, throughout the workday: Must be capable of sitting, standing, walking, climbing stairs, reaching, turning, bending, stooping, crouching and kneeling, reaching over the head, grasping with both hands, and fine manipulation. Must physically be able to lift up to 15 pounds unassisted, at times. Must have normal eyesight or use corrective lenses to attain normal eyesight. Must have three-dimensional vision and ability to judge distances and spatial relationships so as to see objects where and as they actually are. Must be able to recognize colors. Must be able to hear and distinguish between normal tones and be able to perceive the nature of sounds. Must be able to exchange ideas by means of the spoken word as well as engage in activities to convey detailed or spoken instructions to other workers accurately, loudly, and/or quickly. Must have a normal sense of touch and smell.
<b>Work Environment</b>
Works in a well-lighted, well ventilated building. Must be able to tolerate occasional exposure to dust, fumes, odors, water, etc., as well as some noise. When outside, you must be able to tolerate exposure to weather, fluctuations in temperature (hot, cold), wet and/or humid conditions. Subject to frequent interruptions. Subject to hostile or emotionally upset individuals. Must be willing to work, when necessary, beyond normal working hours and on weekends, as well as in other positions as necessary.
<b>Risk/Safety</b>
The position requires limited exposure to risk to physical and/or mental health and safety (i.e., physical assault, communicable disease, etc).
<b>Exposure Classification</b>
Work related tasks assigned to this position involve the potential exposure as classified in Category III by the Occupational Safety and Health Administration (OSHA). See the facility Exposure Control Plan for potential exposure classification and standard operating procedures for individualized tasks.

This position may include access to Protected Health Information (PHI) as defined within the Health Insurance Portability and Accountability Act (HIPAA) Privacy and Security Rule. PHI refers to individually identifiable health information that is transmitted or maintained in electronic media or any other form or medium. Under the direction of the Privacy/Security Officer, employees who have access to PHI will receive training on the requirements of the Rule and the Lloyd Jones Senior Living health information policies and procedures. Employees who violate the requirements of the HIPAA Privacy and Security Rule are subject to discipline, up to and including termination.

This job description outlines the general responsibilities and requirements for the stated position and in no way is an exhaustive list.

I have reviewed and understand the FLSA status of this position. I understand that due to the nature of this position, the hours worked per week may fluctuate and the agreed upon salary is considered straight time compensation for all hours worked. Any hours worked exceeding 40

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within each workweek will result in additional compensation at a rate per hour equal to half the effective hourly rate for that workweek based on the total number of hours worked and the weekly salary rate. Any hours worked over 40 within a workweek will require pre-approval by a supervisor to the position.

Lloyd Jones Senior Living maintains the right to assign or reassign responsibilities to this position at any time. I acknowledge that I have read the job description and understand what is expected of me in this position. I am able to perform the assigned duties with or without reasonable accommodation.

Name (print): \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_\_\_