

HORIZON HOUSE JOB DESCRIPTION

Title:	Senior Marketing Associate	Department:	Marketing
Supervisor:	Director of Marketing	Effective Date:	1/1/11-rev 1/2012
Status:	Full Time	Grade: 35	Exempt

Summary:

Working with and under the direction of the Marketing Director, the Senior Marketing Associate will assist in the Horizon House sales program, is a liaison and participates with other departments in the new resident move-in process and participates in the customer service delivery for the organization.

Essential Job Duties:

1. Assist with the sales effort in maintaining high occupancy in the South Campus and North Tower Independent Living apartments of Horizon House.
2. Conducts facility tours and prospective resident consultations, leading to additions to the Wait List and closure of apartment sales.
3. Works with Horizon House Departments to elevate customer service delivery, in conjunction with the Marketing Director. This may include, but is not limited to customer service training and development of staff, and evaluation/oversight of service delivery.
4. Participates in annual Marketing Budget Preparation with the Marketing Director.
5. Coordinates new resident move-ins with appropriate Horizon House departments and moving companies.
6. Works with Renovation Department to keep new residents informed of apartment renovation progress.

Secondary Job Duties:

1. Participates in marketing presentations.
2. Other projects as assigned by supervisory staff.

Job Requirements:

Excellent interpersonal and communication skills with a command of the English language. Proven sales ability and proven leadership skills. A sincere interest in working with or on behalf of older adults.

Office hours are 8:30 a.m. to 5:30 p.m. Monday through Friday. Some Saturday and weekend hours may be necessary as may extended weekday time if required for special projects or meetings with prospective residents.

Confidentiality Requirements:

Employee access, uses and/or discloses Protected Health Information as defined by HIPAA, only to the extent minimally necessary to accomplish essential job functions. Employee practices appropriate safeguards to prevent unauthorized access, use and/or disclosure of PHR (paper, electronic and oral) within her/his work area.

Job Description
Marketing Administrator
Page 2

Experience/Knowledge/Education/Specialized Training Required:

Requires a proven record of successful high end sales. Proven expertise in relationship marketing. Excellent computer skills. Familiarity with spreadsheets and cost projections forecasting sales quotas and goals. Customer Relations experience desirable. Minimum of five year experience in sales and marketing procedures required. College degree preferred.

Material/Equipment Directly Used

Computer, telephone, fax, copier.

Physical and Environmental Requirements

1. Able to hear and speak clearly both in person and over the telephone.
2. Able to traverse all areas of Horizon House including indoor and outdoor regions.
3. Able to climb stairs.
4. Sufficient manual dexterity to handle keys, elevator buttons and paper.
5. Able to stand and sit for extended periods of time.
6. The person in this position is not at risk for blood-borne pathogens.