



## Position Description

<b>Title:</b>	Marketing Assistant	<b>Classification:</b>	Non-Exempt
<b>Reports to:</b>	Director of Marketing & Sales	<b>Status:</b>	FT
<b>Department:</b>	Marketing	<b>Hours:</b>	40

### Position Summary

The Marketing Assistant supports the Sales & Marketing Team by providing administrative support to assist our sales team in meeting, or exceeding, our pre-set quarterly goals. Provides reporting, planning, organizing, statistical information and follow-through necessary to successfully implement our strategic marketing plan, events on and off campus, and marketing &/or public relations campaigns. Provides administrative assistance to ensure that our team’s first impression and on-going relationship with prospective residents, depositors and residents demonstrates professionalism.

### Essential Functions

1. Maintains and provides administrative assistance in the department, and oversee a well-organized, clean, customer service orientated, professional office at all times.
2. Answer the telephone promptly and courteously.
3. Supports the sales team with closing sales, events, database entries, appointments.
4. Ensure the office is fully stocked with supplies, collateral material and other items necessary to the sales function.
5. Make deposits and handle transactions accurately on the day on which they occur.
6. Manage the timely processing of departmental accounts payable against budgeted spend down schedule.
7. Set up and manage prospective resident files.
8. Manage the response and fulfillment of collateral for all inquiries.
9. Continually reacquaint themselves with state regulations, the disclosure statement, residency agreement, and other pertinent documents.
10. Understand departmental sales goals and actively contribute toward achieving those goals.
11. Be an active member of the team, participating in strategic discussions, training sessions and other exercises aimed at understanding the customer and market/competitive forces.
12. Continues to be part of the sales team to ensure smooth transitions for all residents.

Conforms to the requirements of the compliance program by understanding and adhering to Kendal's Compliance Program and Policies as they appear in the Code of Conduct and other compliance policies. Annually acknowledges review of the Code of Conduct by signature, and annually attends corporate compliance education.

## **Competencies**

***Customer Service:*** Manages difficult or emotional employee situations; Responds promptly to employee needs; Responds to requests for service and assistance; Meets commitments.

***Interpersonal Skills:*** Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.

***Oral Communication:*** Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Participates in meetings.

***Teamwork:*** Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Supports everyone's efforts to succeed.

***Judgment:*** Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.

***Motivation:*** Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence; Takes calculated risks to accomplish goals.

***Quality:*** Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.

***Safety and Security:*** Observes safety and security procedures; Determines appropriate action beyond guidelines; Reports potentially unsafe conditions;

***Attendance/Punctuality:*** Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.

***Dependability:*** Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals; Completes tasks on time or notifies appropriate person with an alternate plan.

***Initiative:*** Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for and offers help when needed.

### **Education and Experience**

High School diploma with a minimum of three to five years office management or administrative experience preferably within the senior living field.

Demonstrated ability with Computers to include but not limited to: Microsoft Outlook, Microsoft Word, Excel, CRM data base, copier machines functions.

### **Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job with or without reasonable accommodation. Reasonable accommodation will be determined on a case by case basis.

1. Be able to stand, walk, sit at a computer for data entry, and set up community events.
2. Must be able to use computer, telephone, and other office equipment.
3. Must be able to stoop, bend, stretch, and squat to access files, documentation, and update file inventory.

*Nothing in this position description restricts management's right to assign or reassign duties and responsibilities to this job at any time.*