

Enso VillageSM

A KENDAL® AFFILIATE

Position: Director of Marketing
Location: Enso Village, Healdsburg, CA

Position Summary

Exciting startup opportunity! Kendal is seeking a **Director of Marketing** for our new Zen-inspired Senior Living community that is taking shape on a hillside setting amid the bountiful vineyards of Healdsburg, which is just 20 minutes north of Santa Rosa. This new community, called [Enso Village](#), is a collaboration between San Francisco Zen Center, the largest residential Zen Buddhist community in the West, and Kendal, a visionary Quaker-based provider of retirement community services.

Enso Village will be focused on mindfulness and living fully in the present moment. Plans currently call for 220 independent living, 30 assisted living and 24 memory support residences set among rolling hills in wine country. The community will offer a Zendo for meditation, healthy dining options, and will focus on living lightly on the land, while contributing widely to the greater Healdsburg community. We hope to begin construction in 2020 and anticipate opening in late 2022.

The Director of Marketing for Enso Village will perform all aspects of pre-selling and marketing for this unique community, including networking, sales, advertising, public relations and community events. This career is for an experienced sales professional with a proven track record in leading a sales team, educating the market, building relationships, and closing the sale. The launch of this major undertaking is an ideal opportunity for someone who possesses a participative style and who can get enthused to fully use their gifts and abilities to advance this noble mission.

The successful Director of Marketing will have:

- Five years' experience in leading successful sales forces;
- The ability to inspire trust in prospective clients, team members and other stakeholders;
- A results orientation;
- Direct experience in working with the creative and strategic processes to develop effective promotional campaigns (in conjunction with advertising agencies);
- Excellent interpersonal and communication skills;
- Proficiency in MS Office products, internet tools and database management software; and
- A bachelor's degree in Marketing, or related field or similar work experience.

To Apply:

Please visit our website at: <http://www.kendal.org/contact/employment/job-listings/>

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We operate in accordance with the Americans with Disabilities Act.