



Bethany Manor NON-UNION JOB POSTING

Job Title:	BETHANY MANOR SALES CONSULTANT
Department:	Administration
Duration:	Part-Time (2 days per week) Temporary, One-year with possibility of extension
Salary:	\$48,500 per year (pro-rated to 2 days per week)

Function:

The Bethany Manor Sales Consultant, reports to the Administrator, and is in charge of all sales activities relating to the rental of Manor rooms/suites. Sales activities include pre-sales activities such as development and publication of marketing materials, sales correspondence, tours, making presentations to target market groups, and event organization and/or participation, as well as seeking new avenues for promotion of Bethany Manor with the goal of maintaining a healthy waitlist for accommodation.

Qualifications:

1. Minimum 1-2 years marketing, customer service or relevant experience.
2. Fluent in English.
3. Exceptional reading, writing and editing skills.
4. Excellent communication skills.
5. Proactive with a positive attitude.
6. Proficiency in Microsoft Office applications. Experience using Adobe Creative Suite would be an asset.
7. Familiarity with the Church Assembly community would be an asset.
8. Degree or Diploma in Marketing, Business Administration, Communications or related discipline would be an asset.

Responsibilities:

1. Identify key goals, objectives, audience and outcome of the marketing materials creating a strategic plan.
2. Coordinate the design, production and writing of marketing materials.
3. Network, build and maintain outside referral sources.
4. Lead generation, maintenance of leads and contact management.

5. Attend relevant conferences and meetings where marketing of Bethany Manor would be beneficial.
6. Organize promotional events both inside and outside Bethany.
7. Conduct individual/group tours of Bethany Lodge and Manor homes.
8. Oversee Manor Applications and waitlists.
9. Assist in the evaluation and maintenance of the Manor portion of the Bethany website, including updating content.
10. Track and monitor project progress and develop project work plans.
11. Other duties as assigned.

Communication:

1. Communicate with staff, residents, community groups, Board committees and others as required.
2. Maintain total confidentiality regarding residents, administration and personnel.

Decision Making Authority:

1. Has authority to schedule work and adjust procedures.
2. Refers to supervisor for decision outside of policy.

Ongoing Education:

1. You are required to keep current by attending seminars, presentations, conferences and in-services related to issues of interest to seniors and to public relations, becoming familiar with the latest trends and theories as they relate to both resident programming and marketing of services.
2. Completes all annual mandatory education required by legislation and all departmental education as assigned
3. You are encouraged to upgrade your credentials.

Performance Standards:

1. Resident abuse of any kind will not be tolerated. Any report of abuse (of any kind) will result in immediate suspension while the allegation is being investigated. Findings of abuse (physical, verbal or other) will result in termination.
2. Courtesy, politeness, respect and kindness is required for this position. At all times you must be conscious of preserving Bethany Lodge's good reputation.
3. You are expected to show respect to the residents and their families, supervisors and colleagues, visitors, and volunteers; i.e. all individuals with whom you come into contact whether related to Bethany or in the community.
4. No shouting, lewd jokes, or foul language will be tolerated at Bethany Lodge.

Work Environment and Physical Demands:

1. Normal office conditions.
2. Some travel to churches and other outside locations for marketing purposes.

Application Deadline: Thursday, April 5th to Rodney Stevens