



Retirement Concepts

Position: Director, Marketing and Business Development
Experience Level: Senior
Status: Permanent Full-Time
Job Location: Vancouver

COMPANY OVERVIEW:

Retirement Concepts is a family owned provider of retirement homes for seniors. Starting with just 55 residents in 1988, the company now has nearly 3000 residents residing in 20 communities in British Columbia. From Independent Living to Assisted Living and Residential Care, Retirement Concepts offers a variety of housing options for seniors.

SUMMARY OF POSITION:

Reporting to the VP of Operations, the Director, Marketing and Business Development will identify, track and manage the existing marketing portfolio as well as new business development opportunities and activities in support of the Company's growth and profitability strategies and general business objectives. This will include responsibility for: site occupancy levels for private pay beds (in conjunction with the Site General Manager), revenue optimization, marketing budget management, sales team leadership and training, and marketing/business plan development.

The Director will be required to adapt to changing market forces, initiate and implement marketing projects, and follow up to ensure a successful execution.

The Director's mandate also includes overseeing community relations as well as the assessment, evaluation, and RFPs for all new market opportunities that are consistent with the Company's organizational goals.

RESPONSIBILITIES:

Strategic Planning

1. To identify new revenue-generating opportunities that will enhance and promote the Company's Mission & Vision
2. Define, develop and implement both short-term and long-term goals for sales, marketing, and business growth.
3. In collaboration with the VP, Operations, the Communications & Engagement Manager (and others, if/when required) to develop and implement an evolving marketing brand strategy for the business in line with the Company's overall strategic context
4. Provide relevant updates to Executive Management team in regards to occupancy statuses, marketing approaches, and industry forecasting.
5. Forecast changes in industry products and services and relatable sales/marketing approaches to showcase the company's innovative approach to retirement living.
6. Bring new and innovative ideas to Executive Management team meetings.

Business Development

7. In partnership with the General Managers at each site, assist the facility Marketing Manager to achieve full occupancy of private pay beds or units at highest possible rate.

8. Work with the General Managers and Marketing Managers to ensure all RC facilities are competitive in their marketing and sales approach.
9. Set sales goals, quotas, and sales management meetings to ensure the marketing team's success.
10. In collaboration with the VP, Operations and others (as necessary) monitor, analyze and provide feedback on the performance of marketing/business development initiatives, either corporate (Head Office) or facility-based.
11. Reinforce the marketing team's requirement to utilize the company's sales database and maintain up-to-date sales reporting metrics.
12. Participate in facility inspections alongside the General Managers and Marketing Managers to ensure facility are set up to impress potential clients during sales tours.

Marketing and Business Growth

13. In collaboration with the site GM, the Director will work with the Marketing Managers to assist in the development of annual and quarterly marketing plans that suit the needs of each site, based on location, market opportunities and challenges, and other criteria.
14. Work with Marketing Managers and the company's advertisement agency, as well as other stakeholders if/when required, to ensure new and proven marketing tools are utilized to full potential and optimize the company's exposure to potential client groups.
15. Design consist, uniform, creative and appealing marketing and branding.
16. Liaise with industry contacts, competitors, vendors, and health care regulators to keep abreast of current and future industry knowledge.
17. Research, identify areas of opportunity to expand and develop business through multiple channels, and pursue such channels as directed.
18. Develop and deliver progress reports, proposals, recommendations and any required documentation and/or presentations as required.

Budget Management

19. In collaboration with the President/CEO and VP, Operations to develop and establish the annual marketing budget.
20. Work with the site GM and the Marketing Manager and the company's advertisement agency to ensure marketing efforts and advertising campaigns falls within annual marketing budget.
21. Communicate with the VP, Operations to ensure marketing team's commission structure is competitive and incentive driven in order to drive high occupancy levels.

Relationship Management

22. Represent the company with the highest level of integrity, professionalism, and a customer service focused approach.
23. In collaboration with the site General Manager and Corporate HR, recruit and retain quality Marketing Managers with proven sales records, high quality customer service, and experience a related industry.
24. Train Marketing Managers on proven sales approaches and maintaining high level of customer service to potential clients and their families.
25. Establish and maintain community relationships that are complimentary to the company's image and range of services.
26. Develop ideas and opportunities for community partnerships and outreach.
27. Maintain up-to-date on different emotional intelligence tools to ensure Marketing Managers have a range of interpersonal approaches to draw from and utilize with potential clients.

Project Management

28. Formulate marketing plans for the acquisition process of any new company sites.
29. Flag obstacles and opportunities for marketing related projects and devise contingency plans as required.

QUALIFICATIONS

1. A university degree in business, marketing, or entrepreneurship and/or a comparable level of marketing and business development experience.
2. A minimum of five (5) years of combined experience in sales, marketing, business development and people management.
3. A minimum of three (3) years of experience with strong strategic planning, team leadership, professional communications, and project management.
4. Previous sales experience is required; sales or marketing experience in seniors housing, healthcare, or hospitality is an asset.
5. Possess superior market knowledge of trends, competition and clients.
6. Experience with sales databases.

SKILLS AND ABILITIES:

1. Strong negotiation skills.
2. Excellent interpersonal skills.
3. Strong written and oral communication skills.
4. Excellent problem solving skills.
5. Proven ability to initiate, lead, and close sales.
6. Proven ability to network and build lasting relationships.
7. Strong project management skills, including proven on-time, on-budget delivery of medium to large scale projects.
8. Demonstrated ability in analyzing business growth opportunities and (where necessary) building business cases.
9. Ability to identify and adapt to changing strengths, weaknesses, opportunities, and threats.
10. Willingness to travel in British Columbia and Alberta.

To submit your resume, please visit our website at www.retirementconcepts.com/careers.

*Retirement Concepts is an equal opportunity employer and while we appreciate and review each application, we are only able to respond to short listed candidates.