Name: Date of Employment:

**POSITION:** Part-Time Marketing Associate

**FSLA CLASS:** Non-Exempt

**SUPERVISED BY**: Controller and/or Owners

**Minimum Qualifications**

1. **Education/Experience Requirements:** Preferred – have an associate’s degree or Bachelor degree in marketing and at least three (3) years of experience marketing in the assisted living industry or long term care, with at least one (1) year of experience working with persons with dementia.
2. **Certification/License Requirements:** None
3. **Skill Requirements:** Must possess excellent written, verbal, and non-verbal communication skills, stable emotional make-up, creative, caring, able to work under stress. Professional conduct, appearance, honoring boundaries, setting limits and maintaining confidentiality are a must. Must be able to make appropriate decisions in difficult situations. Must demonstrate good judgment. Must be an effective role model for staff. Must be able to have a flexible work schedule which allows for on-call duty. Some overnight travel may be required. Some overnight duties required. Must be proficient in external and internal marketing and have the ability to work with difficult families and staff. Must be computer literate and able to work in Microsoft applications and have the ability to learn the computer systems utilized within the facility.
4. **Physical Requirements:** Must be able to meet physical demands of lifting and moving over 50 pounds, walking and standing for long periods of time and working long hours, including overnight shifts. Must possess the stamina required for startup operations.

**Position Summary**

Duties include all aspects of implementing the Provident marketing program and census growth. Must be able to problem solve with staff, residents and families, performing the duties of all staff roles when necessary, hiring and scheduling of assistant marketing staff, if applicable; direct contacts, cold calls, and organizing community events. The Marketing Associate is a key support to the Executive Director and must be able to assist with management of operations when the need arises or in emergency situations. Must be able to work a flexible schedule and be able to provide and supervise basic care for residents when needed. Must provide coaching, and role modeling for staff in demonstration of appropriate customer service techniques. The Marketing Associate is responsible for cultivating community relationships with referral sources to stimulate consistent census growth, representing Provident appropriately within the community at activities, handling difficult situations with families and referral sources with tact and diplomacy, maintaining all areas within budgetary constraints. Duties also include identification and tracking of marketing ads, web based and referral magazines.

**Performance Rating Definitions**

Individual performance will be evaluated using the following scale:

1. **Unsatisfactory:** Achieves results which are far less than the standards identified for the performance factors rated.
2. **Needs Improvement:** Achieves results which are less than the standards identified for the performance factors rated. Exhibits the potential to become a competent performer. May be new to job or need skill development.
3. **Meets Standards:** Achieves results which meet the standards identified for the performance factors rated. This rating is the expected level of performance.
4. **Exceeds Standards:** Achieves results which usually exceed the standards identified for the performance factors rated.

**Responsibility 1: Hiring, Training, and Supervising Staff (if Applicable)**

1. In consultation with the Executive Director, hires, recruits, manages, trains and motivates assistant marketing staff (when applicable) according to company procedures, policy and employment law.
2. Carefully screens applicants, checking references and documenting reference checks, drug screens, background checks, license checks and the employee misconduct registry before offering any position at Provident for employment.
3. Ensures new hire paperwork is completed according to designated reporting guidelines.
4. Ensures hired marketing personnel have the required TB screening.
5. Sets up new employee personnel file and ensures all employee new hire documentation is entered into the payroll accounting system, staff tracking systems, according to the Provident procedures and policies.
6. Ensures new staff are oriented to all safety procedures within the first day of hire.
7. Ensures new hires receive the required amount of new hire training per Provident policy and procedures.
8. Ensures new hires receive the new employee handbook within established hew hire time frames.
9. Reviews appropriate policy and procedures with new hires, specific to their job functions.
10. Provides appropriate amount o f supervision to employees, completing all performance reviews as required.
11. Ensures hires are matched up with appropriate facility mentor for a minimum of 40 hours, supervised on the job training.
12. Ensures that employees receive the required amount of annual training required for survey preparedness.
13. Provides feedback to staff on an ongoing basis regarding their interactions with residents and families.
14. Supervises all staff consistently with equal expectations, showing no favoritism and consistently follows established procedures for corrective action when needed.
15. Provides/arranges at least one staff training session per quarter related to the marketing functions of the position.

**Responsibility II: Safety/Infection Control**

1. Maintains a safe environment at all times for staff, families, and the residents.
2. Reports all safety violations/concerns to the Executive Director (ED) when the violation is discovered.
   1. In the absence of the ED, will take immediate steps to resolve the safety violation.

**Responsibility III: Medication Supervision**

1. Completes the facility medication supervision training so as to be able to assist with medication supervision when needed.
2. Supervises medications with 100% accuracy at all times.
3. Will report any discrepancies noted in the medication records to the Nurse Manager and the Executive Director.

**Responsibility IV: Legal/Ethical**

1. Works in conjunction with the ED to assure adequate staffing, supervising the implementation of plans of care, documentation, and management of specific resident problems, for newly admitted residents.
2. Maintains honest relationships with Regional Manager, consultants, staff, and families, and home office personnel.
3. Understands all regulatory requirements that pertain to resident admission and discharge and ensures that the facility is in compliance with all regulatory body’s requirements.
4. Keeps abreast of changes in regulatory requirements. Ensures residents who do not meet eligibility requirements for admission are not admitted to Provident.
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**Responsibility V: Data Collection**

1. Ensures that all required resident admission documentation is obtained and signed prior to admitting residents, 100% of the time.
2. Assist the ED to ensure that Resident Service Plans for newly admitted residents are completed per facility procedures and policies, with a 100% completion ratio.
3. Assists the ED to ensure new admission Families are informed of the resident service plan strategies.
4. Ensures that all inquiries are entered into the marketing software data base 100% of the time.
5. Ensures the marketing data base is thoroughly complete, utilizing all components of the system, including scheduling of contacts, events, budget tracking of advertizing expenses, and so forth.
6. Performs semi-annual market competitive analysis.
7. Ensures that all staff are knowledgeable of how to appropriately take a referral call and how to obtain the required contact information for appropriate follow up.

**Responsibility VI: Evaluation**

1. Evaluates effectiveness of the marketing plan, based on referral numbers and appropriateness of qualified referrals.
2. Assist the ED to evaluate the staff’s ability to function in the Provident Setting.
3. Provides feedback to families regarding resident’s response to the program and environment, by adhering to the Provident **“Caring and Sharing”** program guidelines.
4. Performs weekly environmental walkthroughs to evaluate the facility and property from a marketing perspective to ensure the community looks and feels inviting, is free of odors, and presents well from a marketing perspective.

**Responsibility VII: Role Modeling**

1. Exhibits clear written and verbal communication skills
2. Applies skills of problem solving techniques to promote cooperation and support from others.
3. Receives and integrates feedback from the team in an open manner.
4. Demonstrates interventions to staff when necessary.
5. Treats residents, families, staff and referral sources with respect at all times.
6. Comports self in a professional manner at all times.

**Responsibility VIII: Marketing**

1. Understands the basic principles of marketing in a health care setting.
2. Possesses an intricate knowledge of the Provident product(s).
3. Maintains and develops facility image and reputation, and protects and develops the company’s brand via suitable PR activities and intellectual property management.
4. Gives tours of facility with ease and is able to confidently answer all questions regarding placement, fees, and programs of the Provident facilities.
5. Works with Executive Director to recommend placement of advertising for exposure of community
6. Attends community events and makes at least twenty-five (15) direct marketing professional contacts per week, unless told otherwise.
7. Develops professional referrals , consistently evaluating the appropriateness of each referral source, to ensure goals of referrals are being met
8. Plans and carries out direct marketing activities.
9. Keeps track of all inquiry information and ensures the Marketing Data base is current.
10. Responds to and follows up with all inquiries by post, telephone, e-mail, and personal visits, as quickly as possible.
11. Order and maintain adequate supplies of marketing collaterals so that the facility does not run out of materials.
12. Maintains census at 100% within seven (7) months of opening.
13. Maintains census at budgeted occupancy levels or higher every month, after initial fill.
14. Maintains the image and reputation of Provident at all times.
15. Submits weekly marketing contact logs to the ED
16. Submits weekly marketing report to the ED.

**Responsibility IX: Professionalism/Professional Growth**

1. Attends one continuing education program per year that is geared towards professional growth in skill level, examples include, marketing strategies in the changing health care setting, and so forth.
2. Maintains an acceptable attendance level and follows all procedures and policies regarding benefit time requests and absence reporting.
3. Work place behavior reflects the willingness to be a team player:
   1. Willingness to cooperate with others.
   2. Willingness to conform to rules of work.
   3. Displays a positive attitude towards work and facility.
   4. Willingness to assist others.
   5. Ability to recognize, participate and adjust to change in situations and work assignments.
   6. Is dependable, can be counted on to do assigned tasks without strict supervision.
   7. Conforms to expectations of professional appearance, personal hygiene and grooming.
   8. Communications with others (courtesy, voice tone, facial expressions, gestures) are appropriate at all times and do not cause discord among the staff, families, or visitors.
   9. There is the absence of argumentative reluctance.

**Responsibility X: Initiative (will be rated according to the following scale)**

1. Has the ability to multistep task to ensure completion of all required tasks.
   1. Excellent organization skills and originator of new ideas and methods.
   2. Effectively plans workload and appropriately handles emergencies
   3. Can perform usual duties but not deviate from routine.
   4. Acts only when instructed.

**Responsibility XI: Imaginative (will be rated according to the following scale)**

1. Has the ability to be imaginative and consistently seeks improved methods of operations:
   1. Continually seeks new and better ways of doing things; is extremely imaginative
   2. Frequently suggests new ways of doing things; very imaginative
   3. Occasionally comes up with a new idea
   4. Rarely has a new idea; is unimaginative (resists change)

**Responsibility XII: Fiscal Compliance**

1. Completes all financial reporting reports within established time frames.
2. Operates the marketing program within the designated budgetary guidelines.

**Responsibility XIII: Miscellaneous**

1. Performs all other duties as assigned

Signature: Date:

Questions and or Comments: