

Position Title	Active Living Advisor (post as Sales Expert)
Reports to	Director of Marketing & Communications
Type	Full Time, six-month contract
Direct Reports	Active Living Associate
Site	Garrison Green Fish Creek

Position Purpose

As a key member of the United **'Active Living'** Team, the Sales Expert joins a group of individuals who has a genuine interest in the wellbeing of an older population, and recognize the unique perspective of United Active Living. Team Members provide solutions to the challenges being faced by the prospective resident and perhaps their family. In this role, the Sales Expert fosters a keen interest in United Active Living's vision of "Transforming the Experience of Aging," that allows seniors to live well in our United community – this guiding principle is central to the team's success.

The Sales Expert will be committed to United's values of continuous development, respectful community, wellness and safety, supported independence and dynamic engagement.

Reporting to the Director of Marketing & Communications, the Sales Expert is the team member on site who will drive the development of relationships and the filling of our communities with new residents.

Duties and Responsibilities

As a Sales Expert on the Active Living Team, you will:

- ✘ Meet with seniors and their families to discuss their individual situation, advise on possible solutions and educate on assisted living
- ✘ Develop and implement the annual sales plan for the site, in conjunction with the Director of Marketing & Communications, President & CEO and other staff on the Active Living Team
- ✘ Creatively produce, cultivate and maintain both external and internal referral relationships with local and professional networks and current residents to develop prospective residents
- ✘ Respond to and initiate contact with potential residents and their families
- ✘ Follow up on inquiries from potential residents
- ✘ Listen and inquire to discover the key motivations for moving, and then link those motivations to the ability of our communities to meet those needs
- ✘ Develop strong community relationships for referral opportunities/resources
- ✘ Build relationships through focused and caring communication with our residents, prospective residents and their families to ensure that their needs are being met
- ✘ Provide in-person and virtual tours of the community for potential residents and their families

- ✘ Coordinate and manage live and virtual special events to bring prospective residents into the community (e.g. open houses)
- ✘ Monitor and collect information on competitor retirement living communities, and complete reports to ensure current knowledge of the competition including their products and price offerings in order to effectively compete with them
- ✘ Ensure building stays in like-new condition, identifying any issues of concern to the building operations staff
- ✘ Maintain databases, contact lists, record keeping, and any reporting relating to sales activities
- ✘ Coordinate the move-out and move-in processes for residents (arranging for suite inspections, keys, parking access, hook-ups, etc.)
- ✘ Coordinate potential resident assessments with the Resident Care Manager and the United Minds Coordinator
- ✘ Coordinate potential resident lease agreement, and review with the Director of Marketing & Communications and President & CEO
- ✘ Coordinate the paperwork and move process for existing resident internal moves
- ✘ Follow up with new residents to ensure that their transition to the community is successful
- ✘ Liaise with other leaders within the community to ensure a smooth transition for residents (i.e. nursing, maintenance, programming and reception)
- ✘ Provide informal leadership and coaching to the Active Living Associate position
- ✘ Other duties as assigned

Qualifications

- ✘ Diploma/Degree in Gerontology, Social Work is an asset
- ✘ Minimum 5 years of successful sales experience
- ✘ Demonstrated results in seniors housing or multi/single family residential sales
- ✘ Strong business analytical skills with the ability to interpret data
- ✘ Expert understanding of social media
- ✘ Ability to travel within the Calgary area
- ✘ Proficient in customer relationship management systems
- ✘ Possess strong written and verbal skills for effective communication
- ✘ Competent in organization and time management skills
- ✘ Proficient in computer skills, Microsoft Office applications and CRM's with the ability to learn new applications
- ✘ Ability to work weekends, evenings, flexible hours, and be available for our customers at peak service delivery days and times
- ✘ Enjoy working in a fast-paced, team-oriented environment
- ✘ Show initiative and commitment to excellence
- ✘ Client service oriented

Competencies

- ✘ **Adaptable and Flexible Communication** – accepts change and is willing and able to modify own style and approach as required by the situation; sees other points of view; demonstrates active listening skills; is approachable, and demonstrates respect, professionalism, and genuine interest, regardless of the individual, both in written and verbal contexts; tailors style and content to the audience; shares meaningful, understandable and timely information with others.
- ✘ **Caring Client Focus** – works closely with clients and is responsive to their needs, continually provides high level of service by keeping client needs at the forefront of activities; helps and supports fellow employees in their work to contribute to the overall success of the organization; does whatever is necessary to get the job done.
- ✘ **Business acumen** – demonstrates an understanding of the business of providing quality care in a continuing care environment, including an understanding of the inter-relationships among the business functions, roles and goals.
- ✘ **Accountable** - accepts personal responsibility for managing activities, ensuring technical quality of work and taking charge of learning; acts ethically.

Working Conditions

- ✘ Working conditions are normal for an office environment
- ✘ Work requires willingness to work a flexible schedule
- ✘ Occasional weekend and/or evening work is required

Physical Requirements

- ✘ Must be able to lift/push up to 20 pounds
- ✘ Must be able to walk four miles / 6.6 kilometres daily