



GRACE MGMT INC.
A CPF LIVING COMPANY

JOB DESCRIPTION
Grace Management, Inc.

Position: Move In Coordinator

Reports to: Sales Director

Summary of Duties

The Move In Coordinator performs all administrative duties and provides support for the Sales & Marketing Department within the community. The Move In Coordinator position is responsible for ensuring first and lasting impressions are positive for prospects and families as well as managing the move in process for new residents. The Move In Coordinator also assists with lead management, including the utilization of a lead management system and closing sales. In addition to exceptional customer service skills, proficiency in office and computer functions and a high degree of accuracy, and organizational aptitude are required.

Essential Functions

- Support the team to meet or exceed budgeted occupancy and revenue
- Meet or exceed established Key Performance Metrics (KPI's).
- Utilize The ENGAGE Experience sales process for internal and external sales functions.
- Assist with the creation of Strategic Sales and Marketing Trimester Plans with support from the Sales Director, Executive Director, Regional Director of Operations, and Regional Director of Sales.
- Support the effective and successful execution of the Strategic Sales and Marketing Trimester Plans.
- Coordinate with appropriate associates to ensure smooth and successful Sales & Marketing events.
- Appropriately plan and allocate marketing expenditures under the guidance of the Sales Director.
- Audit, reconcile, and process appropriate invoices for payment, ensuring adherence to the Marketing budget.
- Adhere to the GMI Brand Style Guide with utilization and creation of any public-facing materials and press releases.
- Maintain accurate and current marketing materials, supplies, forms, checklists, and move in packets.
- Assist in the completion of move in paperwork for new residents.



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- Ensure smooth transition for new residents into their new home by utilizing effective communication and exceptional customer service.
- Assist with maintaining a current Competitive Marketing Analysis (to be updated at least twice each year).
- Assist with maintaining accurate and current information in the lead management system and contact database.
- Close sales by responding promptly and guiding residents, families, and/or advisors with making decisions; provide appropriate referrals and resources.
- Partner with the Sales Director to establish a sales culture within the community.
- Establish a flexible work schedule that supports the demands of the community outside of typical business hours as needed to provide visits, respond to telephone inquiries, give presentations, set appointments with qualified prospects in order to close sales.
- Establish a thorough, working knowledge of base rates and care costs within assigned community and adjust with changes as necessary.
- Maintain resident, associate, and community confidentiality and adhere to Residents Rights.
- Build strong, trusting relationships with community and company associates.
- Contribute to community relationships by demonstrating cooperation and professional conduct with residents, families, fellow associates, professionals, and vendors.
- Contribute to team effort by being flexible in work assignments by furnishing support, by taking initiative, and by understanding how this position affects and compliments all other community positions.
- Demonstrate a high level of organization, attention to detail, ability to meet deadlines, and timely communication.
- Support the mission, vision, and culture of the organization through positive communication and leadership.
- Additional tasks and duties as assigned.

Knowledge, Skills, Abilities, and Experience

- Associate Degree or higher in Marketing, Business, Communications, or related field is strongly preferred; equivalent combination of education and experience is required.
- Minimum of two years of relevant sales and marketing experience, with strong preference for senior living industry experience with proven results.



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- Proficient in computer utilization including: Windows, Office, Word, Excel, Outlook, and CRM database systems.
- Demonstrate excellent oral and written communication skills and proficiency with email processes and etiquette.
- Demonstrate a positive attitude and interpersonal skills to work with various people including associates, residents, families, and professionals.
- Promote positive work environment that emphasizes teamwork.
- Respond positively to constructive feedback by listening to supervisor, customers, and peers and use it to improve performance.
- Ability to travel for meetings as requested by supervisor.
- Adherence to the Grace Management, Inc. Sales & Marketing Manual, all Policies and Procedure Manuals and Associate Handbook.
- Completion of drug testing and criminal background check upon hire and upon request of supervisor or Grace Management, Inc. Human Resources.