



Community Relations Leasing Manager

Title: Community Relations Leasing Manager – for a site to be named in Richmond

Who are we?

Optima Living Communities (www.optimaliving.ca) operates Independent living, Assisted living and Supportive Living communities in Alberta and British Columbia. Our communities are located amongst the best retirement places in Canada. You'll find our welcoming facilities in Chilliwack, Hope, Kelowna, Maple Ridge and West Vancouver in British Columbia as well as Claresholm and Vegreville in Alberta. We have two developments currently under construction in Sherwood Park, Alberta and Richmond, B.C.

Our North Star: *"Let Us Welcome You Home"*

Purpose:

The Steveston Buddhist Community is building a new seniors housing community that will serve to redefine the active living experience for seniors in the Richmond Area. The community will be home to many of the Temple's Japanese Canadian residents as well as surrounding community seniors.

Why is your role important?

We are looking for someone to manage the marketing and overall promotion of the building to potential residents during and after construction. The Community Relations Leasing Manager will be responsible for all sales, marketing and promotional activities related to the awareness and future leasing of suites in Richmond.

If you are a natural relationship builder with the ability to make meaningful connections, and you pride yourself on delivering exceptional experiences and value connecting with the community, then we want to meet you.

Role Description:

- Own and manage the overall leasing plan, including the leasing of all suites and the overall community engagement strategy.
- This role requires a candidate with strong persuasion and relationship-building abilities; they have a customer focused approach and enjoy helping people. They understand that every client has unique needs



- Work with Steveston Japanese Temple Community together with the broader Richmond community network to inform, educate and inspire potential residents on the benefits of living at the residences.
- Work with our marketing agency to develop necessary materials needed to promote the residences.
- Responsible for actively promote the Residence by networking, outreach, marketing, attending seniors activities and trade shows, including building momentum and excitement for the project.
- Provide direction to marketing to update the website and Social Media accounts
- Build and foster strong relationships with the community, user groups, schools, seniors organizations, and church groups to optimize awareness of the development
- Maintain accurate customer database; gather feedback from existing clients at other Optima facilities; receive/publish testimonials; research and maintain industry news in order to help sales efforts.

Qualifications:

- Intimate knowledge of and experience in the Richmond seniors' market, public health sector and private health sector
- Demonstrated success of filling similar properties previously
- Self-motivated; able to function effectively both independently and collaboratively
- Highly organized and detail-oriented; accurate proof-reading, spelling and numeracy
- Strong computer skills: Microsoft Office Word, Excel, Powerpoint; web editing (WordPress) including experience with a customer management database
- Ability to work flexible hours (evenings and weekends are required)
- You are willing/able to quickly learn new procedures/applications (e.g. e-mail marketing systems and online event/email services such as HubSpot, MailChimp)
- Excellent negotiation and interpersonal skills
- Works under pressure at peak times of the year with tight deadlines, high volume workload, and with multiple demands, changing and overlapping priorities.
- Proven ability to learn quickly and work effectively in a fast-paced work environment
- Excellent interpersonal skills and communication skills, both verbal and written

To apply, please send a cover letter and resume to hr@optimaliving.ca