



Coordinator, Sales and Marketing – Full Time

The Weinberg Residence, a private boutique Residence, is comprised of 40 Assisted Living Suites and 20 Multi-Level Care rooms, situated next to the Louis Brier Home and Hospital a 215 bed accredited residential care facility. Our mission at Louis Brier Home & Hospital and Weinberg Residence is to provide exemplary care and services to residents and families within a supportive and caring community, consistent with Jewish values and traditions. As innovative leaders in eldercare, our vision is to enrich the quality of life of Jewish seniors in everything we do.

Reporting directly to Manager, Operations, Weinberg Residence, the Coordinator, Sales and Marketing has primary responsibility for promoting the Weinberg Residence, in collaboration with the Manager, by developing and executing sales and marketing strategies to achieve the occupancy and revenue goals of the Weinberg Residence.

Responsibilities include:

- Generating, tracking and converting sales leads
- Actively promoting the Residence by networking, developing and implementing community outreach initiatives and promotional events
- Conducting competitive analysis of the market place
- Researching and incorporating industry sales and marketing trends
- Developing content for website and social media channels and identifying and growing target audience
- Writing and executing email and print mail campaigns
- Developing promotional print materials for tours, events and marketing
- Creating and implement advertising campaigns
- Writing media releases
- Reporting on progress of sales and marketing activities.

Qualifications and Requirements:

- Degree/Diploma/Certificate in Sales, Marketing, Communications, Business or related field
- Proven experience in Assisted Living and Senior Housing industry or in Healthcare, Long Term Care
- Strong computer skills: Microsoft Office Word, Excel, Powerpoint; including experience with a customer management database (e.g. Move-N Software)
- Comfortable with flexible hours; Sundays as required
- Familiarity with the Greater Vancouver Jewish Community is an asset

To apply for this exciting career opportunity, please forward your covering letter and resume to our Human Resources Department at careers@louisbrier.com