



Community Leasing Coordinator

Let us welcome you home.

Optima Living operates Independent Living, Assisted Living, Supportive Living and Memory Care communities in Alberta and British Columbia. Our communities are among the best places to live in Western Canada.

Our Vision: For every person to feel at home.

This is truly supported by our credo. "Let us welcome you home." All of us here feel it is an honour to work with our residents and we advocate a resident-centered approach where the Resident, is the focus of all our endeavours.

We are currently seeking a highly motivated Community Leasing Coordinator to join our team who enjoys being with seniors and contributing to the betterment of their quality of life. You will be responsible for building meaningful relationships with seniors in the community, while respecting their dignity towards decision making and navigating relationships with their families.

Responsibilities

- Connect with prospective seniors through engaging senior centres, clubs, health and wellness centres, business associations, and direct marketing efforts in the community
- Support qualifying seniors to determine if our community is the best fit for them
- Invite qualifying seniors and their families for scheduled tours conducted while respectfully ensuring safety, security and ensuring infectious controls are met
- Regularly stay in touch with prospective residents leveraging state of the art seniors CRM platform, Sherpa
- Manage lead sources via telephone, walk-ins, email, social media, and home visits
- Support the General Manager with preparation of lease documentation prior to move-in
- Assist with coordination of pre-arrival and welcome package
- Accountable for regular resident follow ups, post move in leveraging Optima's proprietary Live with Us Platform
- Support ongoing resident engagement
- Accurately track and maintain data on incentives, referrals, refunds, advertising, promotions, outreach events, and resident stories
- Liaise with marketing
- Provide leasing and marketing reports as required

Qualifications and Experience

- Minimum of 2 years residential leasing experience



- Experience in an aging adult setting is preferred
- Valid provincial driver's license required
- Completion of CPR and First Aid is an asset
- Exceptional interpersonal skills with peers, residents, visitors and operational partners
- Superior organizational skills with the ability to handle multi-resident requests
- Strong sense of ethics and the ability to handle sensitive information with tact and discretion
- Superior oral and written communication skills, fluently in English
- Demonstrate the ability to prioritize and problem solve
- Ability to work flexible hours (evenings and weekends)
- Strong computer literacy including effective working skills with Microsoft 360, Sherpa, Yardi, and OneDay

Conditions of Employment

- Clear Police Information Check
- Clear Vulnerable Sector Check
- COVID-19 vaccination. This requirement will be waived if you did not receive the vaccination due to any legislated protected human rights grounds