



## **Riverstone Retirement Communities – Willowbend Retirement Community**

**Position:** Bilingual Marketing Manager

**Location:** Ottawa, ON

**Employment Type:** Full-Time

**Reports to:** General Manager

We're putting a new face on the look of retirement living in Ottawa. Designed and built by Claridge Homes and operated by Riverstone Retirement Communities, our residences offer an unmatched level of comfort, dignity and style.

Riverstone Retirement Communities provide a highly respected continuum of care that ensures all residents are happy and healthy in their retirement. They also feature a host of amenities and services, enabling people to create the lifestyle they deserve. Properties include a first-rate team of professional staff offering a selection of care alternatives: independent living, residential care and assisted living. There are many different suites to choose from including one- and two-bedroom suites, as well as studio suites. Residents have access to flexible and nutritious meal plans, housekeeping and laundry services, 24-hour emergency response and around-the-clock professional nursing staff.

Our continuously growing team is currently seeking a Bilingual Marketing Manager to join our upcoming Willowbend Retirement Community.

### **JOB SUMMARY:**

Marketing Manager is responsible for all aspects of marketing, including: sourcing prospective residents, responding to all inquiries, conducting tours, developing and implementing an annual marketing plan.

### **QUALIFICATIONS:**

#### **Education:**

- Diploma in Marketing/Communication or relevant experience in marketing and gerontology.

#### **Background:**

- Minimum of three years' related experience, preferably in retirement industry
- Must have a high degree of interpersonal skill which would enable the incumbent to deal successfully with clients, community and agency contacts;
- Bilingualism in French and English necessary
- Knowledge of business equipment and computer applications, such as MS Office, Yardi, CRM, etc.

#### **Personal Requirements:**

- Must possess excellent communication skills, both written and verbal
- Capable of adapting to different situations and change
- Keen interest in working with seniors

### **FUNCTIONS:**

- Prepare, implement and maintain a marketing plan, which is consistent with the residence needs, mission statement, goals and policies;
- Responsible for all inquiries and tours pertaining to the residence;
- Works closely with the General Manager to ensure showrooms are ready for occupancy;
- Understands the changing markets, external factors that may affect marketing by research, reading, networking meetings and associations;
- Conduct routine walks through the building to ensure potential tours and residents receive a positive impression. The building and grounds must be attractive, clean and presentable;
- Coordinate resident care levels with the Director of Care and assessment forms
- Informs staff when tours are scheduled so that they ensure their area is suitable for presentation;
- Works independently in the community, initiating contacts and creating goodwill. Makes presentations to the professional and service clubs with the goal of increasing interest and occupancy;
- Develop community relations with church groups, hospitals, senior service groups and other competitors. Continual strategies such as: updating with new information, quarterly visits, seasonal gifts and invitations for internal activities;
- Update resident suite profile, circulate resident notifications, notifies front desk of any scheduled appointments, on daily basis;
- Update Yardi on daily basis, enter all new contacts and follow up;
- Work with Recreations Manager to enhance relationships and activity programs for residents;
- Responsible for delivery of orientation and training program in accordance with RHA and other legislative bodies

To apply please email your resume and references to **[Snjezana Kulic, skulic@riverstoneretirement.ca](mailto:Snjezana.Kulic@riverstoneretirement.ca)**